Best Practices: Websites, Outreach, & GOTV

Maricopa County Community Network

May 30th, 2012

Agenda

Item 1 The Basics to Remember

Item 2 Website Content & Usability

Item 3 Outreach Techniques & Use of Social Media

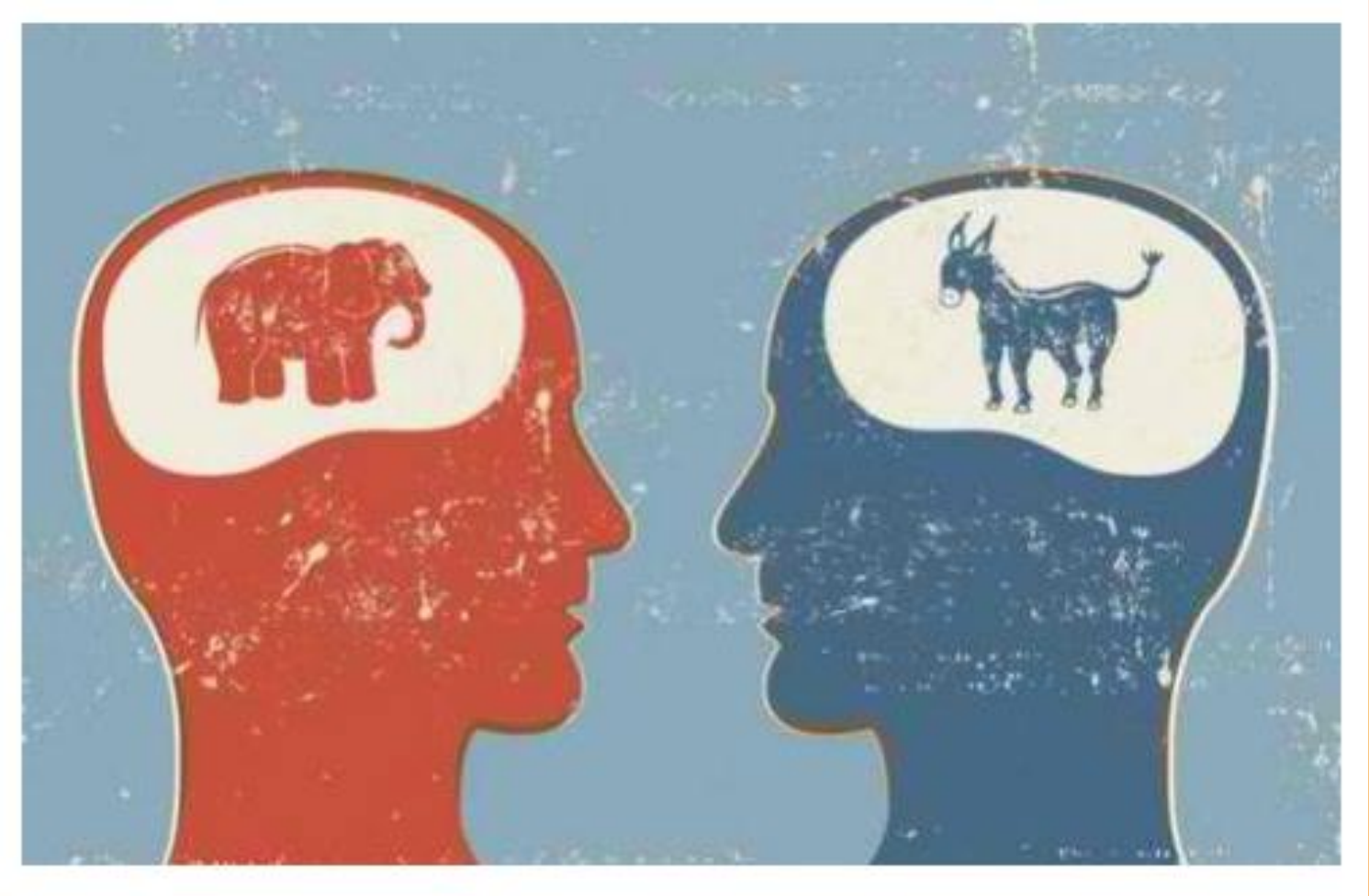
Item 4 GOTV: Turnout Encouragement

Item 5 Additional Resources

BASICS TO REMEMBER

Communicate in a Nonpartisan Manner

Leave personal politics at home



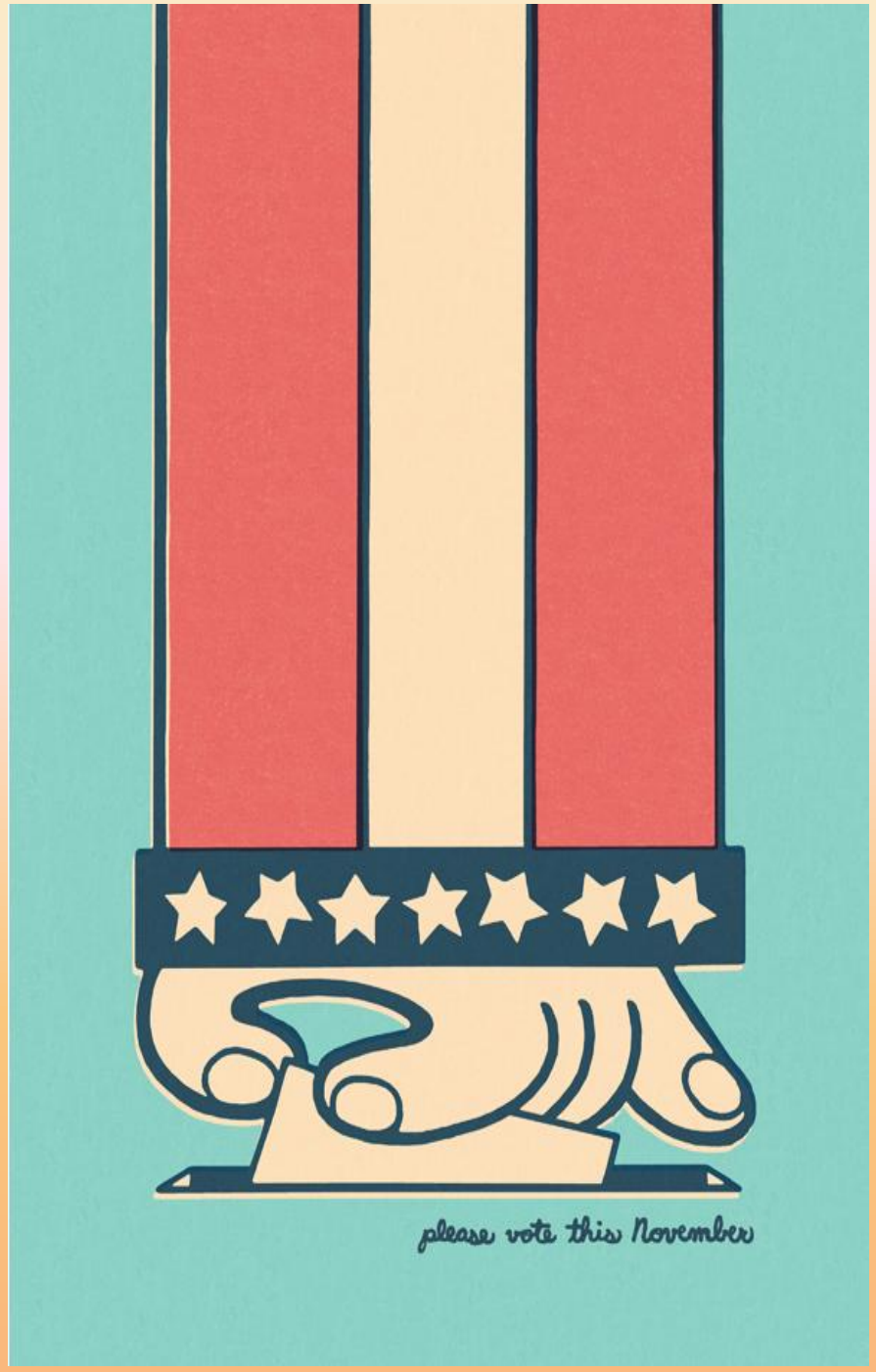
Concentrate on finding common ground

Inspire Action

- AIGA has a wonderful poster design competition each year.
- Posters are available for free to download.
- As posters are submitted they are available online.
- Past year's are also available.

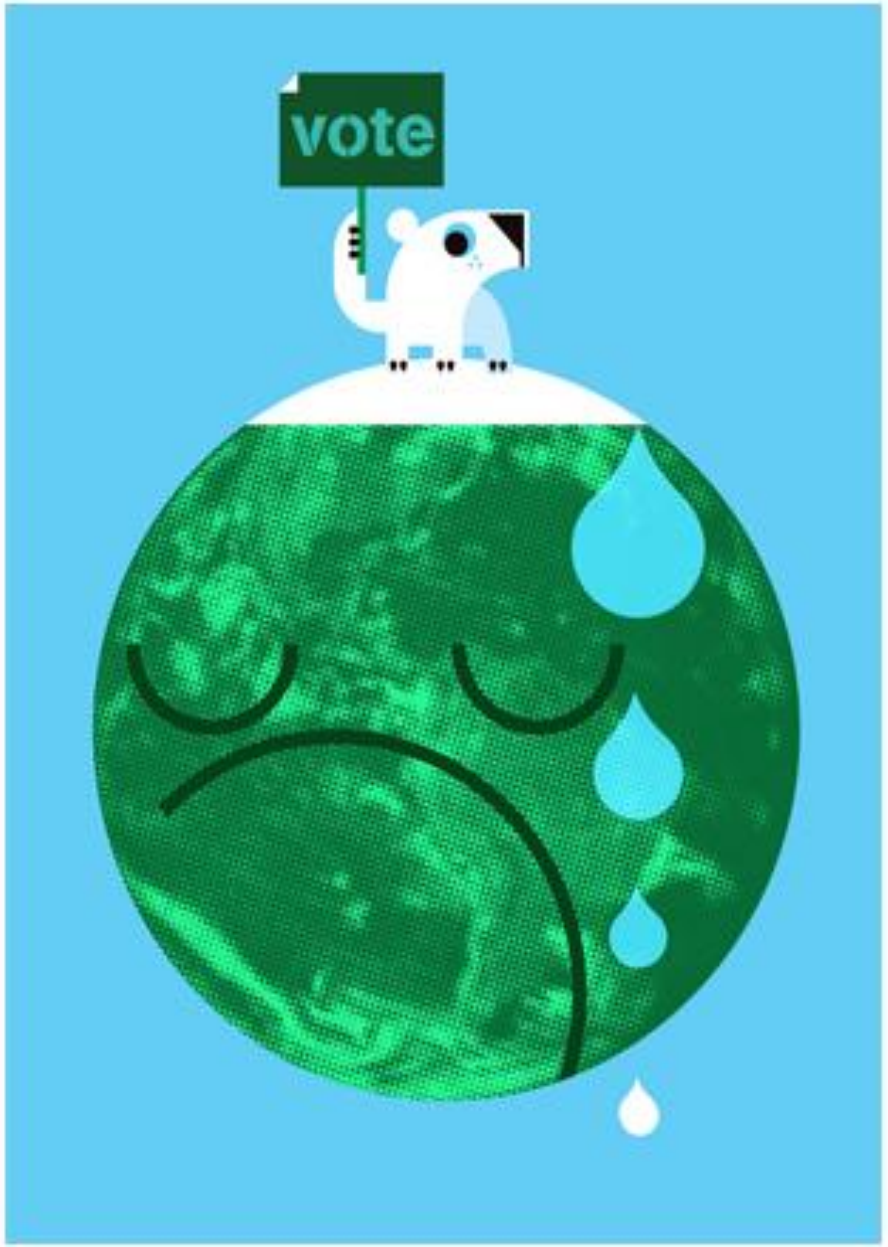
OFFICIAL BALLOT
you complete us.
vote.
Good design makes choices clear.
AIGA

ARE YOU
18 OR OVER?
LOOK HERE
VOTE
Good design makes choices clear.
AIGA


please vote this November

IT'S YOUR
TURN TO
SPEAK.
VOTE

reunite america.
vote.



5 Things Every Arizonan Must Do

Lately, there's been a lot of talk about the need for community leaders and elected officials to tone down the divisive and polarizing dialogue that seems to typify discussion about difficult community and political issues. But what is it that ***average, ordinary people*** can do to help heal our community and restore our sense of cohesiveness and solidarity in order to take on our common ground issues and concerns? We'd like to suggest the following as a starting point for measuring our individual impact on restoring Arizona's "Civil Culture." Feel free to add to this list!

❑ **1. Be an active part of the community you live in!**

- Do you know your neighbors? If not, go meet them! Make food to share and use it as an occasion to go door to door to meet new neighbors or your closest neighbors that you may not have met.
- If you are eligible, register to vote, inform yourself about local issues and vote in local, state and national elections. Attend public meetings and read up on the issues to make informed decisions.
- Get to know who your elected officials are and how to contact them to inform them of your views.

❑ **2. Volunteer / Serve others**

- There are innumerable community organizations looking for regular or occasional volunteers. Investigate ways to involve your whole family in regular volunteer activities that speak to an interest or concern that you all share.
- Make yourself available (within reason) to assist friends and neighbors in need.

❑ **3. Make sure future grown-ups are part of the solution**

- If you're a parent, talk to your children about respecting others with differences of opinion, and ***lead by example***. Involve them in discussing ways to deal with conflict and disagreement in constructive, bridge-building ways.
- If you don't have children, get involved with mentoring programs to provide support to young people who may not have good adult role models in their lives.

❑ **4. Don't take yourself so seriously**

- When someone disagrees with you, don't take it personally. Refuse to allow the disagreement to escalate into an exchange of personal attacks. Ask questions to really try to understand where the other person is coming from, and show them that while you may not agree with them, you are interested in understanding their point of view.
- If you're having a bad day, consciously make an effort not to take it out on others.

❑ **5. Broaden your horizons**

- Learn about, or get involved with, people that are not like you. Seek out cultural activities or performances that you've not experienced before; read about or take a class on another culture, religion, political ideology, interest, etc.

Developed March 08, 2011 by Maricopa Community Colleges Center for Civic Participation for Project Civil Discourse * projectcivildiscourse.org

Project Civil Discourse

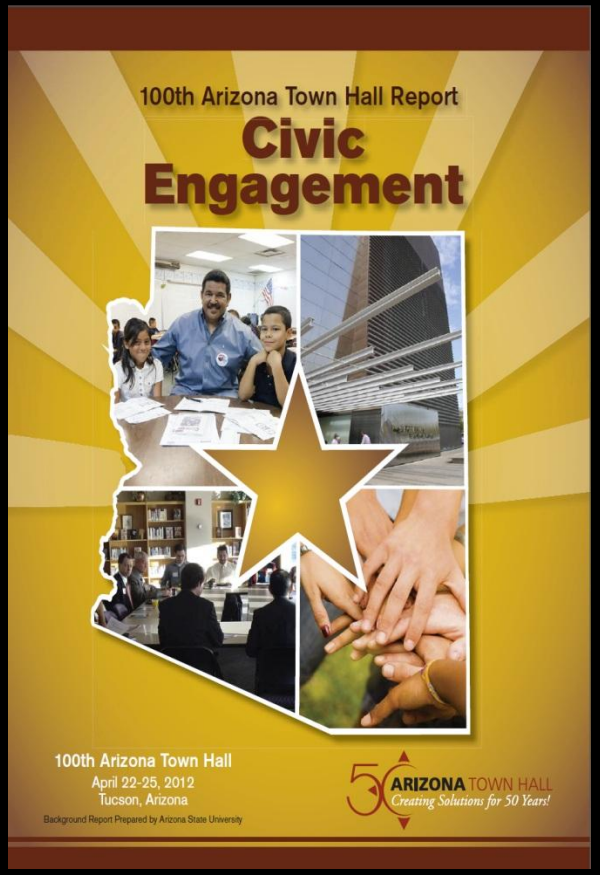
Arizona Town Hall 2012

The 100th Arizona Town Hall was on Civic Engagement.

There is a great pre-Town Hall academic report which discusses some of the challenges faced in Arizona.

It is available on their website:

www.aztownhall.org



Over the course of 3 days attendees worked in 4 different panels discussing the state of civic engagement in Arizona:

On the last day the whole group got together and discussed amendments to the recommendations:

When consensus wasn't reached, those in disagreement "took it outside" to wordsmith new language:

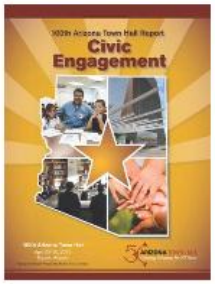
100th Arizona Town Hall

April 22-25, 2012
DoubleTree Hotel at Reid Park, Tucson

The Recommendations from the 100th Town Hall are now available.

View 4/26/12 Arizona Horizon show and More ...

Download the Background Report prepared by Arizona State University.



Youth Town Hall on Civic Engagement.

The Youth Town Hall was held April 11, 2012, at Arizona State University Downtown Phoenix Campus.

Findings and recommendations from the Youth Town Hall will be shared with participants at the Arizona Town Hall, held in Tucson. See discussion outline and key points from these discussions....

Report of the

100TH ARIZONA TOWN HALL

"Civic Engagement"

Tucson, Arizona

April 22-25, 2012

The resulting report is available on the Town Hall website and offers some specific suggestions on how to increase civic engagement.

Actions to Develop Resources and Address Geographical Challenges

The following action items should be implemented to ensure that resources are available to support civic engagement:

- Unleash the power of the entrepreneurial spirit to encourage civic engagement similar to how for-profit businesses attract customers;
- Utilize available resources and encourage participation in leadership development groups to help nonprofit boards and volunteers learn more about regional issues and civic engagement opportunities;
- Offer free childcare during meetings and civic events;
- Provide for free transportation to community members to encourage attendance at civic events;
- Streamline projects to avoid duplication;
- Develop resources to communicate specific cultural customs;
- Encourage Arizona's politicians and business leaders to promote more national and international businesses to locate in Arizona;
- Continue to have the Secretary of State explore a pilot online voting system;
- Encourage the use of the online petition gathering system for ballot petitions, referenda, and candidates;
- Ensure that government agencies and bodies, businesses, nonprofits, and civic organizations employ bilingual and multi-cultural staff;
- Allow public schools, community colleges, and universities to provide free meeting space to residents and community-based groups and provide funds to subsidize the extra costs incurred by the use of such space; and
- Encourage private institutions and businesses to also provide free meeting space to residents and community-based groups.

Recommendations:

- Take Personal Responsibility.
- Involve Post-Secondary Educational Institutions.
- Teach Civics Skills and the Importance of Civic Engagement Early.
- Model Good Behavior.
- Encourage Young People to Become Involved in Their Communities.
- Harness News Media to Promote Effective Civic Engagement.
- Harness Social Media to Promote Effective Civic Engagement.
- Encourage Transparency & Accountability for Public Comment.
- Utilize New Technology to Encourage More People to Become Civically Engaged.

Recommendations Continued:

- Discourage Sensationalized Reporting.
- Identify Barriers to Participation in Public Service.
- Increase Governmental Transparency & Accountability.
- Make Politics Less Polarizing.
- Promote Civic Engagement Among All Segments of the Population.
- Reach Out to People.
- Publicize Groups that Encourage Public Participation.

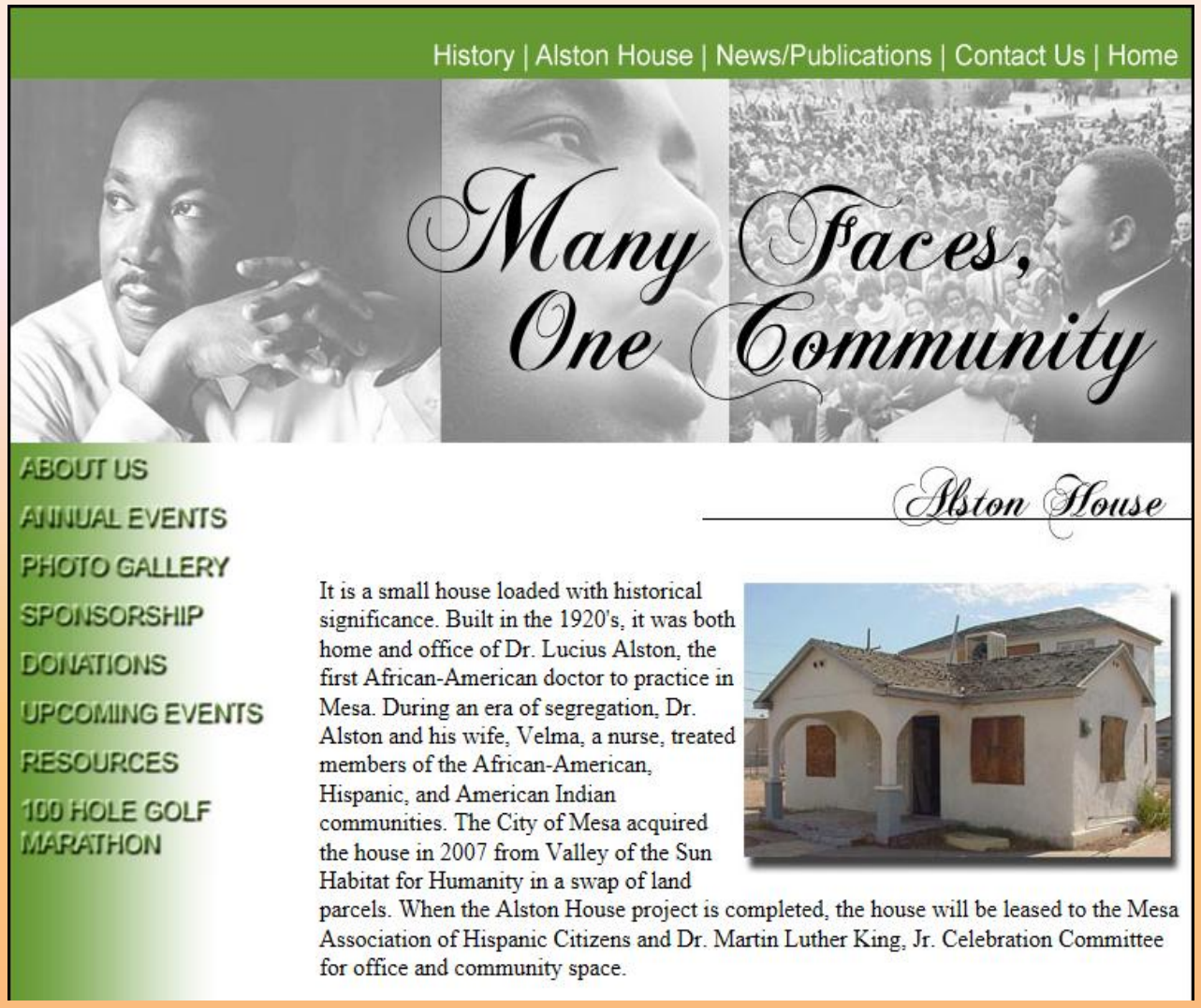
Recommendations Continued:

- This one was very specific to elections (and was somewhat controversial because of the ballot initiative being circulated, but this language was adopted by general consensus) :

- Change Our Voting System. Town Hall encourages the adoption of election reform that facilitates increased voter participation in both primary and general elections. The proposed open primary system may be a significant and positive step forward in accomplishing that goal.

- California is implementing this type of primary in June so it will be interesting to watch.

Capitalize on Local Events



Such as the 1 year anniversary of the Alston House in Mesa

Alston
House

BUY
BRICKS
HERE
Maricopa County Recorder's Office
Elections Department

MARKET ON THE MOVE

$10 Donation = 60 lbs. Produce

EVERY 3RD SATURDAY OF THE MONTH
APRIL 21, 2012

8:00 A.M.–12:00 P.M.

(Or until produce runs out)

MOM is delivering 24,000 lbs. of fresh produce. Please help us distribute these to everyone, especially the needy and hungry families deeply affected by the challenging economy we are currently in.

Distribution Site:
Mekong Plaza
66 South Dobson Rd., Mesa, AZ 85202
(By CHASE Bank)

For Information
Contact: Mari Dillard, (480) 452-6551
www.the3000club.org

Go Where the People Are!

REGISTER TO VOTE HERE

REGISTER TO VOTE HERE

Be Strategic: Our tent was placed so that the line would go right through it!

Start Them Young!

Think about having materials to engage future voters.

Youth Boardworker Program

Legislation was passed in 2006 to allow for 16 & 17 year olds to work the polls as Clerks.

We looked back to see if that experience:

- Made them more likely to register to vote?
- Made it more likely that they would sign up for the PEVL?

Youth Boardworker Program

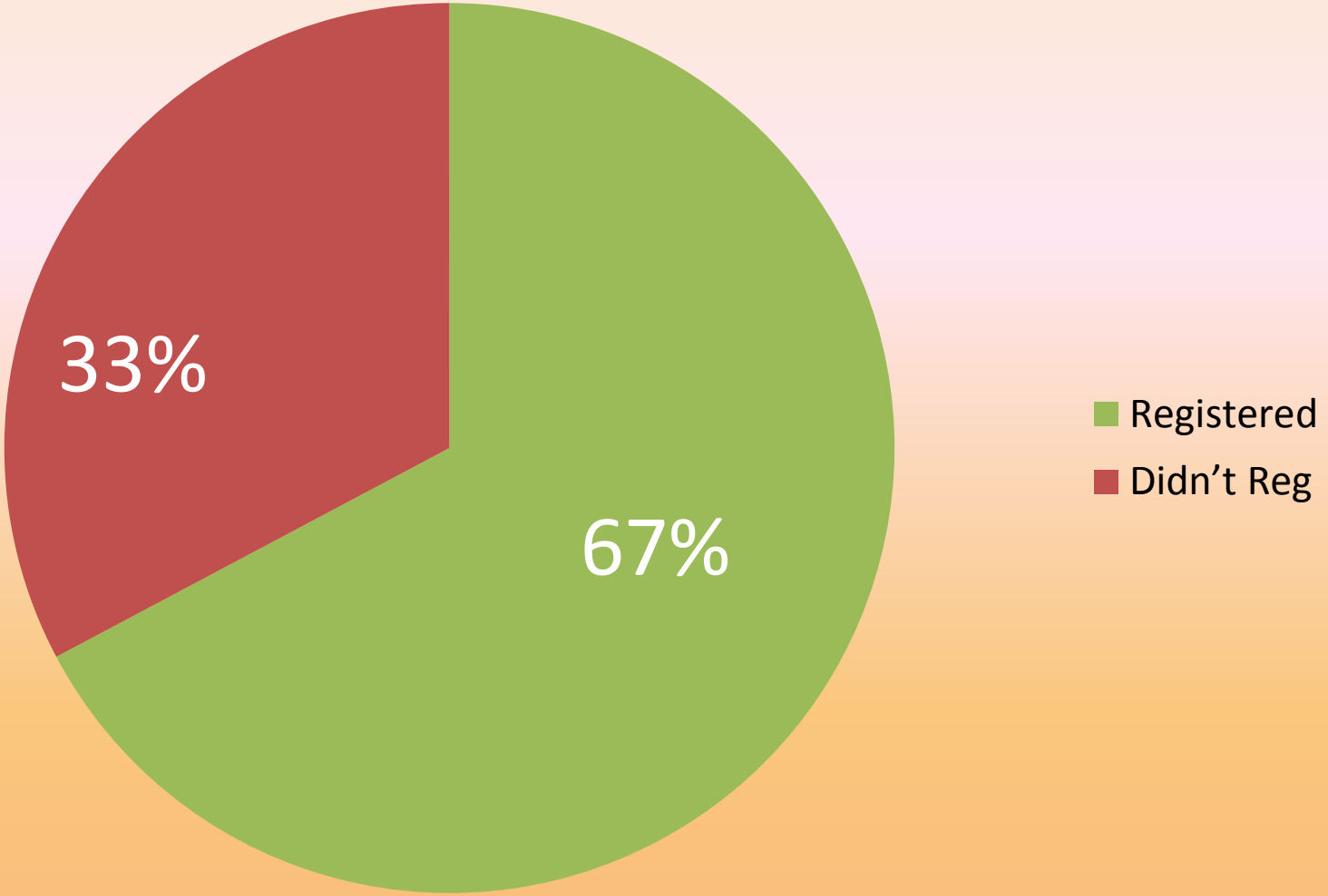
So we cross referenced the payroll table after passage of the legislation with our current voter registration list.

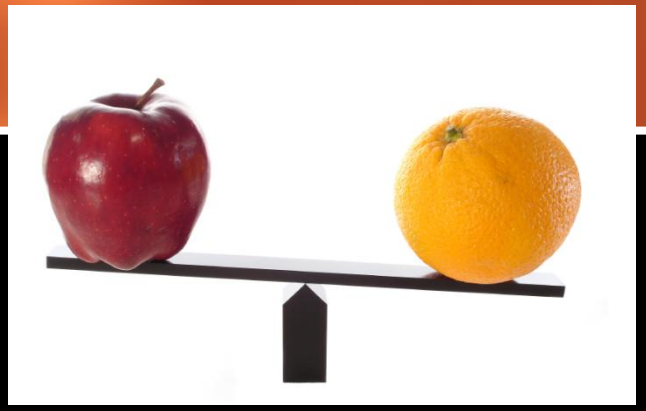
I then looked only that those who had already turned 18 and were then eligible to register.

Student/Teen Election Day Poll worker Application

Maricopa County Elections Department
222 E. Javelina
Mesa, Arizona 85210
Phone 602-506-1511 Fax 602-506-2135

Youth Workers & VR





Census Data

Census data is broken into age categories.

Those that would be comparable would be:

15-19

20-24

Of course not all those individuals are eligible to vote:

Age

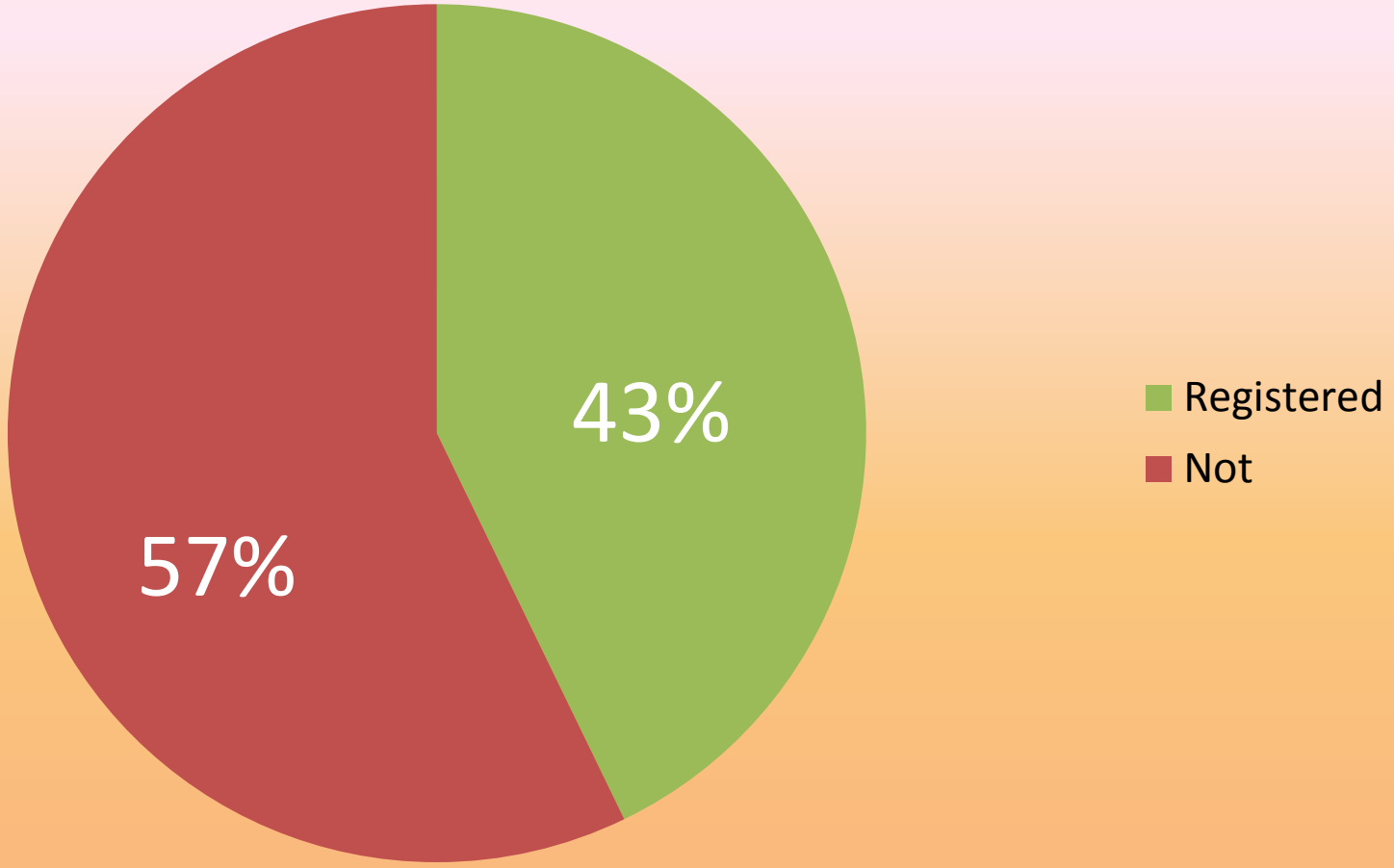
Citizenship

So, although we aren't exactly comparing apples to oranges, we are comparing Granny Smith to Gala…

Geography: Maricopa County, Arizona

Age	Number			Percent		
	Both sexes	Male	Female	Both sexes	Male	Female
Total population	3,817,117	1,888,465	1,928,652	100.0	100.0	100.0
Under 5 years	282,770	144,268	138,502	7.4	7.6	7.2
5 to 9 years	282,709	144,340	138,369	7.4	7.6	7.2
10 to 14 years	277,228	141,354	135,874	7.3	7.5	7.0
15 to 19 years	276,899	142,552	134,347	7.3	7.5	7.0
20 to 24 years	266,872	137,531	129,341	7.0	7.3	6.7
25 to 29 years	276,704	139,949	136,755	7.2	7.4	7.1
30 to 34 years	264,422	133,198	131,224	6.9	7.1	6.8

VR Total Population: 15-24



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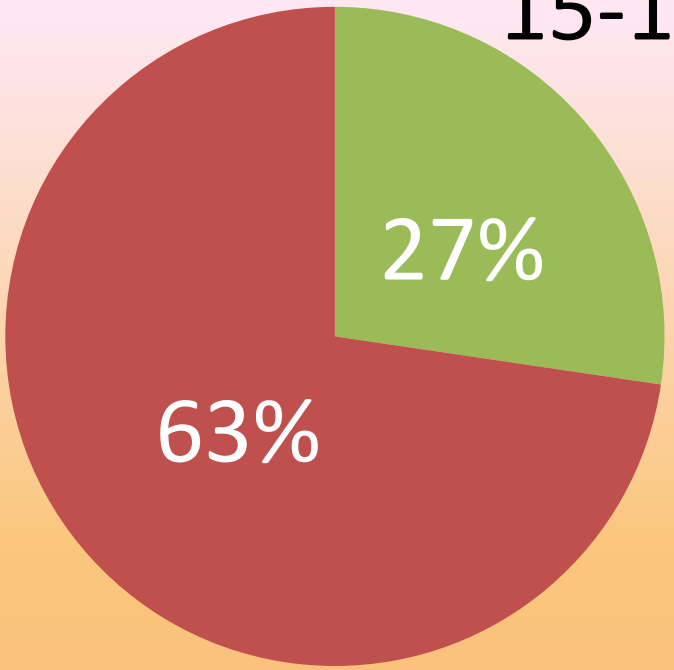
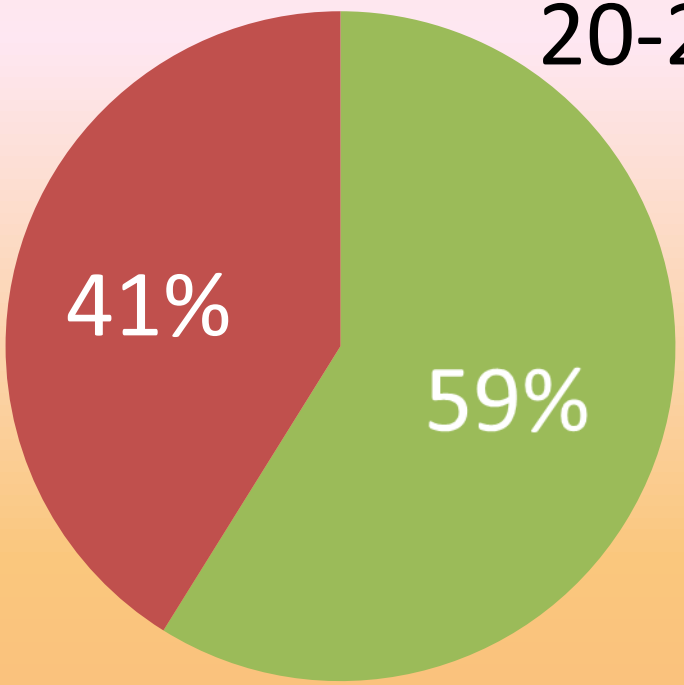
VR Total Population:

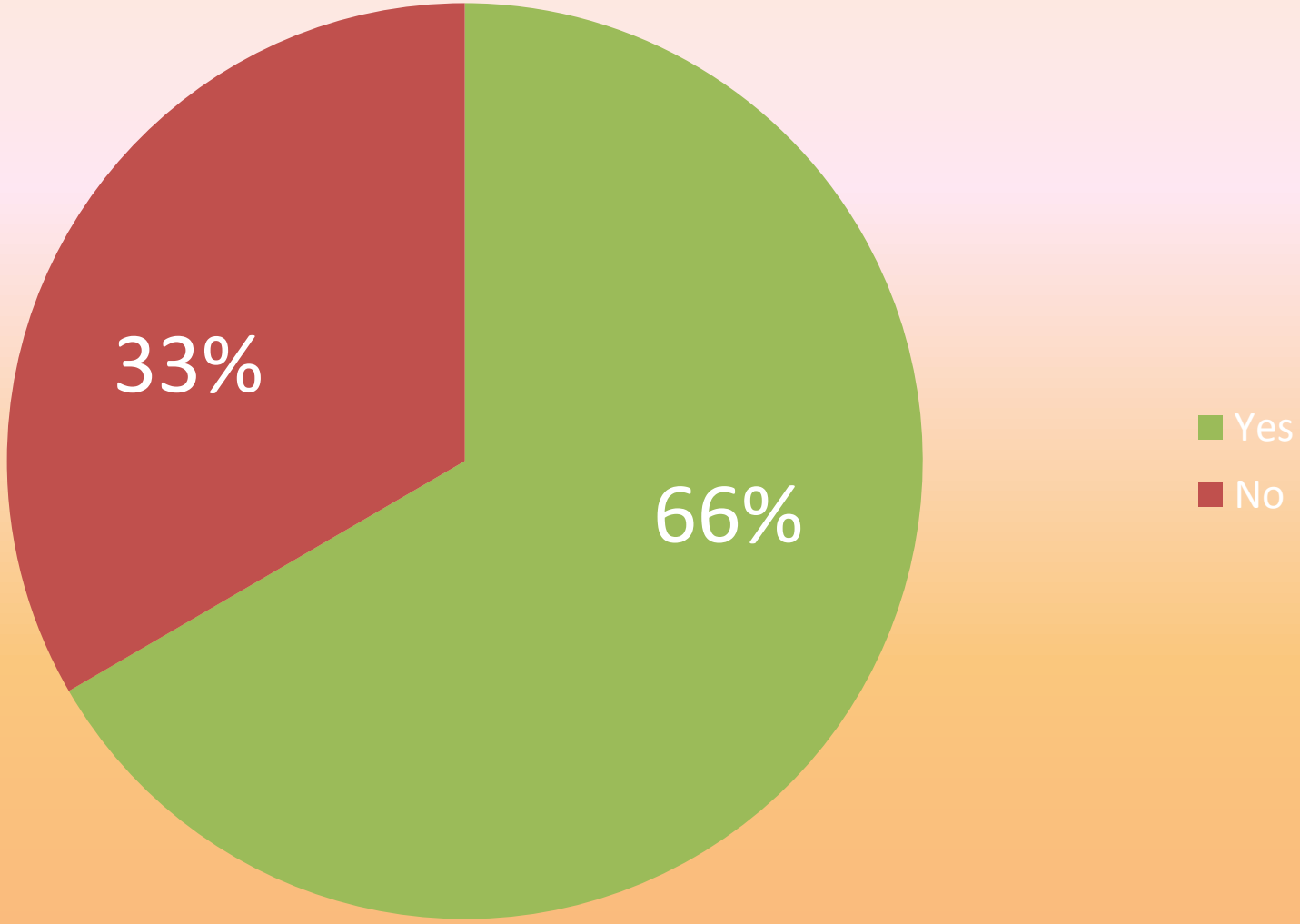
15-19 yrs



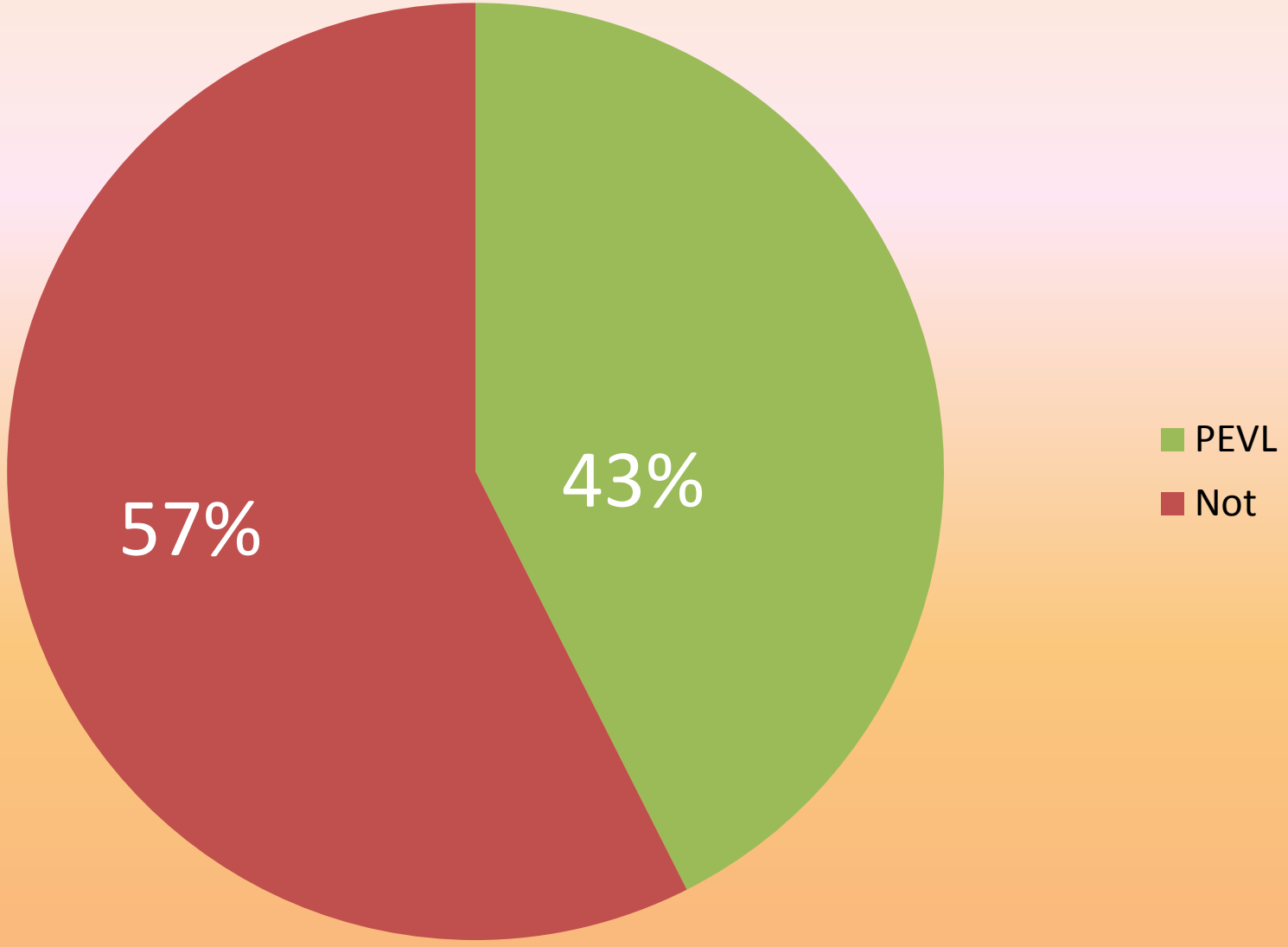
20-24 yrs



Registered Youth Workers: PEVL?

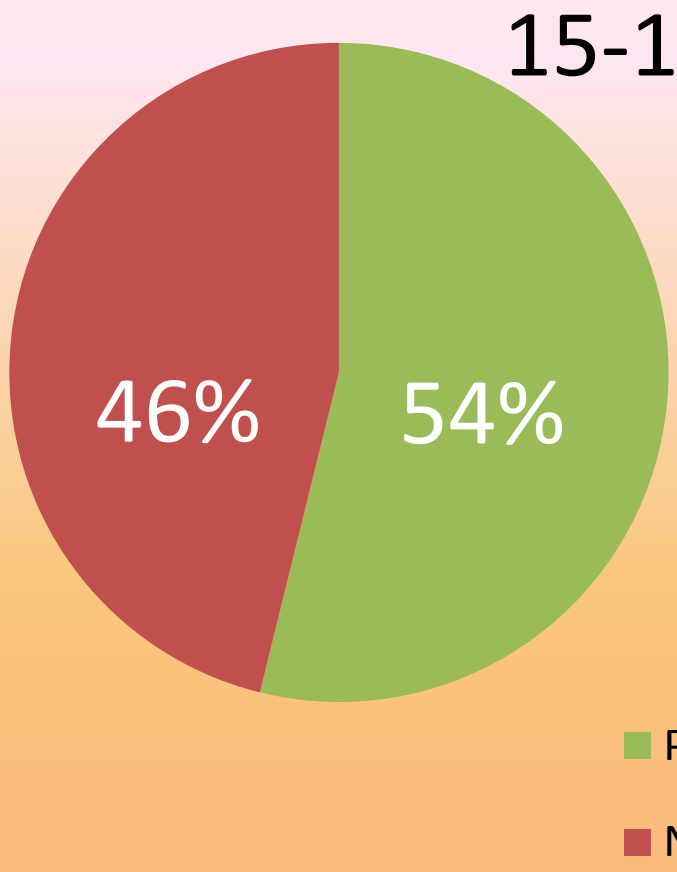


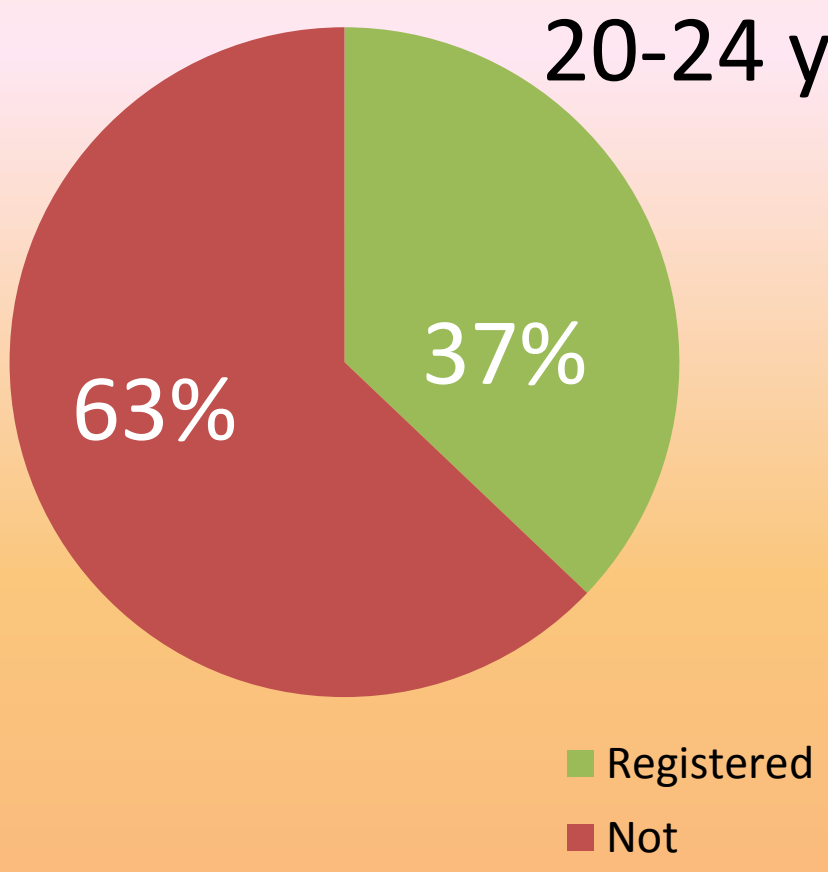
Registered Population on PEVL: 15-24



Registered Population on PEVL:

Interesting to note that PEVL was an available option for the younger voters to select when using the online VR system and on the VR paper form which may account for the difference.





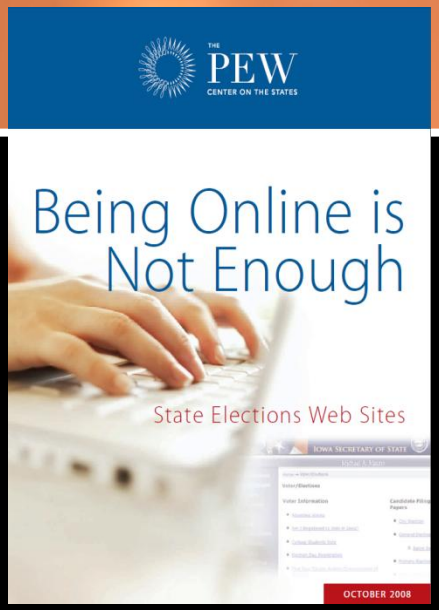
Youth Programs Work!

Exposure to civic engagement is habit forming.

Website Content & Usability

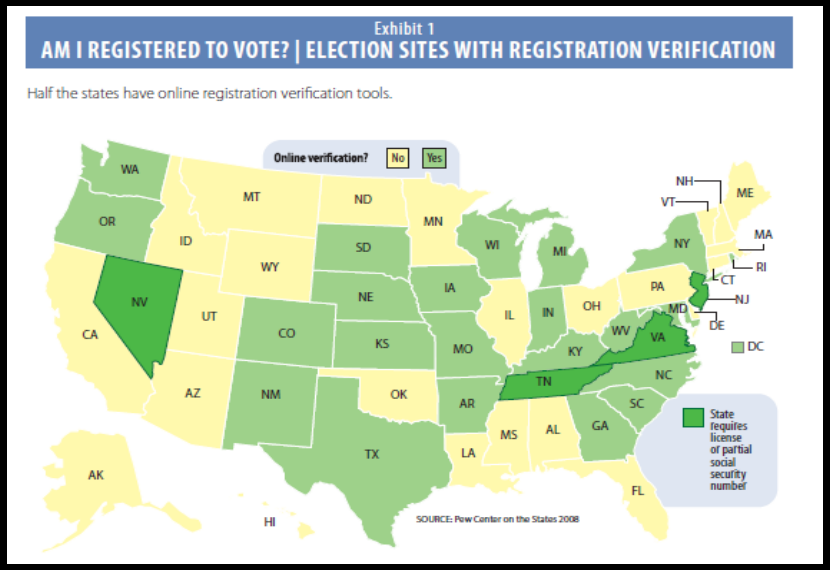
MAKE IT OBVIOUS WHERE TO GO FOR ANSWERS!

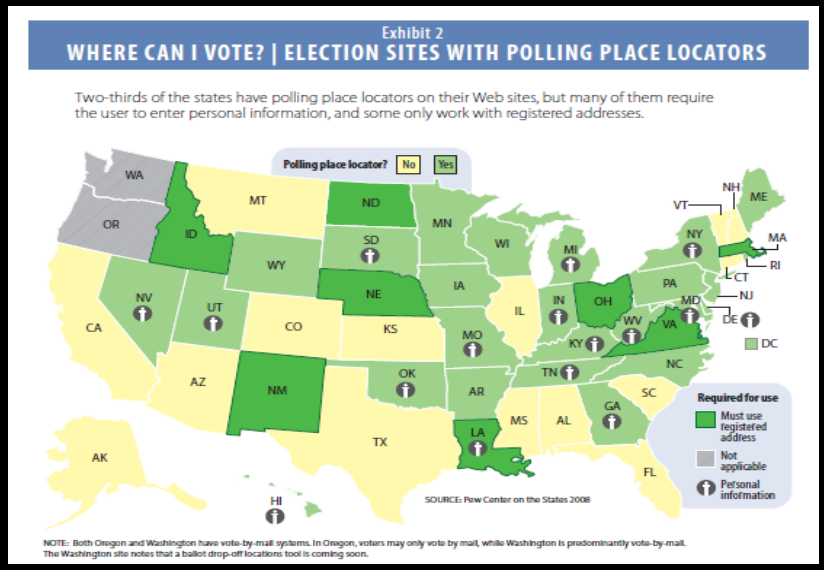
& MAKE SURE THAT THE QUESTIONS VOTERS HAVE ARE BEING ANSWERED!



Content Research

- In 2008 the Pew Center on the States published "Being Online is Not Enough"—an analysis of the state elections web sites.

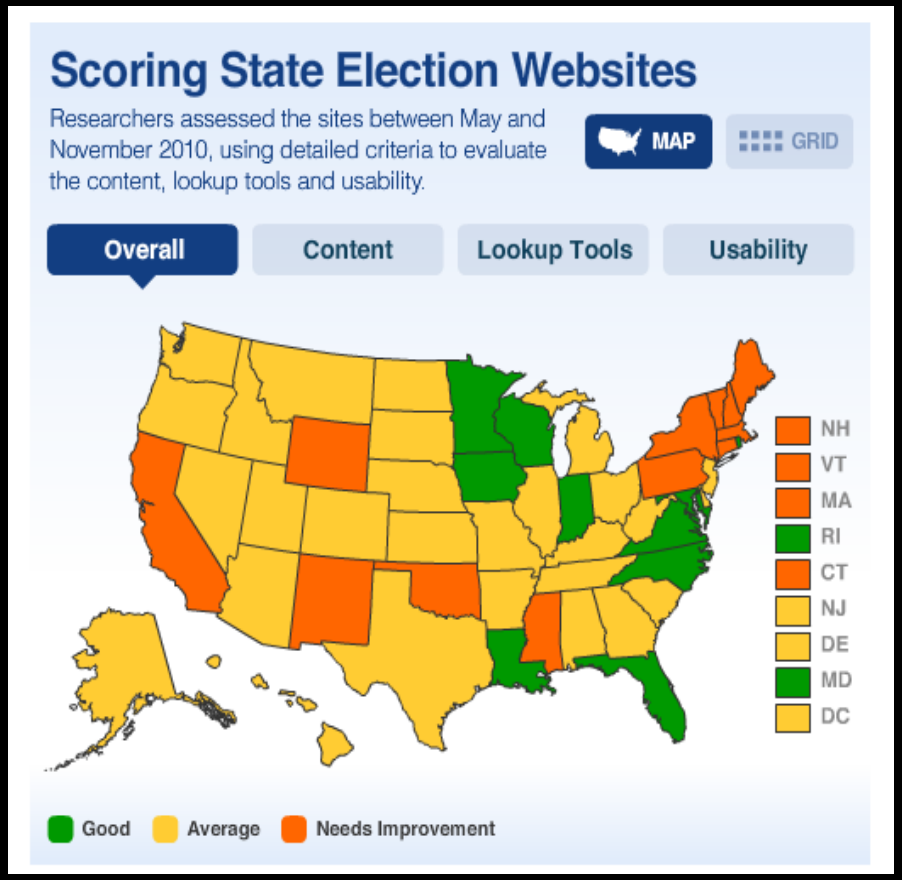




Another Angle

- Not only is it important to provide answers to the most common questions asked by voters, it is critical to present them in a manner that allows for easy access.
- The ease of usability/accessibility is tantamount to a successful program.

Accessibility/Usability Research



- A follow-up report was done two years later (between May and November of 2010) and released in 2011.
- This analysis focused on the “5 Minute Rule”—did it take no more than 5 minutes to find the answer the question on the website?

What was measured?

1. Registering to Vote
2. Ballot Information
3. Casting a Ballot
4. Absentee & Early Voting
5. Military & Overseas (UOCAVA)
6. Voters with Disabilities
7. Election Official Contact Information
8. Future Elections/Elections Calendar
9. Election Results
10. Privacy

How would MCED's website fare? We are in the process of a review our own website…

1. Registering to Vote (10 percent)

This subcategory assesses the availability of voter information such as:

a. Voter registration eligibility

b. State residency requirements

c. Voter registration deadlines

d. How or where to obtain a registration form

e. How to confirm voter registration

f. Circumstances that would require updating registration

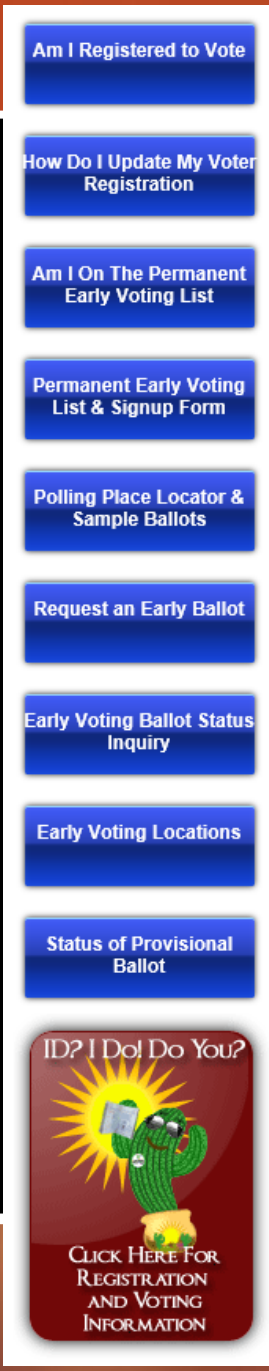
g. Whether registration is considered public record

h. Whether voters in certain circumstances have the right to keep their registration record private

i. Whether voter registration forms are available online

j. Registration information for members of the military, overseas citizens, college students, felons, homeless people, those in long-term-care facilities, and voters who are hospitalized

Most of these items are covered; G & H however, are not.



2. Ballot Information (7.5 percent)

This subcategory assesses the availability of information voters might need to make informed decisions, such as:

a. Lists of candidates for federal and state office

b. Candidates' party affiliation

c. Candidate contact information (addresses, e-mail addresses, Web addresses, phone numbers)

d. Candidate occupations

e. Candidate statements

f. Candidate incumbency status

g. State and federal campaign finance data

h. Political office job descriptions

i. List of recognized political parties and contact information

j. Archived candidate information

k. Ballot measure texts

l. Ballot measure summaries

m. Nonpartisan analyses of ballot measures

Much of this data is listed on the SOS or Clean Elections sites (for federal & state candidates) which is part of our FAQs:

13. Where can I find information on the ballot issues?

If the ballot issue or issues are for a City, Town or School District, then links to the various jurisdictional websites can be found on our "Elections Calendar" page. Within these jurisdictional websites, detailed information should be provided regarding the ballot issues being offered. If the ballot issue or issues are for a Statewide measure (*example: Propositions*), detailed information regarding those can be found on the Arizona Secretary of State's Office website at www.azsos.gov. In addition, a Publicity Pamphlet or Informational Pamphlet will be mailed, prior to the election, to each voter or, depending on the type of election being conducted, to each household containing a registered voter. The mailing label on the back of the pamphlet will identify your polling place location. The pamphlet will also contain any pro/con arguments filed on a given issue or issues, if applicable.

3. Casting a Ballot (7.5 percent)

This subcategory assesses the availability of information to assist users in preparing to cast a ballot, such as:

a. Voter identification requirements at the polls

b. Polling places' hours of operation

c. Tutorials or instructions for completing ballots

d. Description of state voting systems

e. Provisional ballot information

f. Toll-free telephone number to check status of cast provisional ballots

g. Instructions and information about the availability of voting assistance in languages other than English[2]

Much of this data is listed on the home page and is also part of our FAQs:

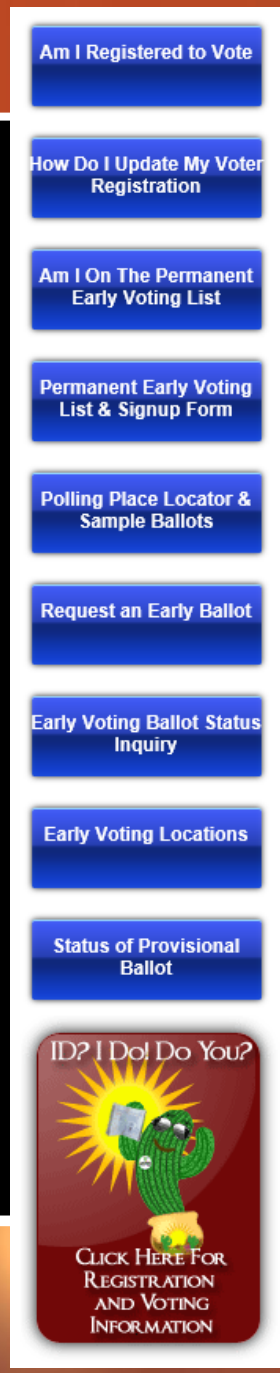
7. How do I know where to vote?

The polling place information for a given election is always indicated on the shipping label on the sample ballot that will be sent at least 10 days before the election. In addition, if there are issues appearing on your ballot, then a Publicity or Informational Pamphlet may instead be mailed to you as early as 35 days prior to a given election. This Pamphlet will also contain your polling place information on the shipping label.

For a list of elections currently being conducted, you can visit our "Elections Calendar" page. If there is a current election being conducted that you qualify to participate in, you can also locate your polling place by visiting our "Polling Place Locator & Sample Ballots" button on our main "Election's Homepage". You will need to provide your current residence address information. You may also contact our call center at 602-506-1511 for assistance in locating your polling place.

8. During what hours are the polls open?

On Election Day, all polls open at 6:00 am and close at 7:00 p.m.



5. Military and Overseas Absentee Voting (5 percent)

This subcategory assesses the availability of information for military and overseas voters, such as:

a. Whether a section for military and overseas voters is provided

b. Registration information for military and overseas voters

c. Information for verifying voter registration

d. Registration information for military family members

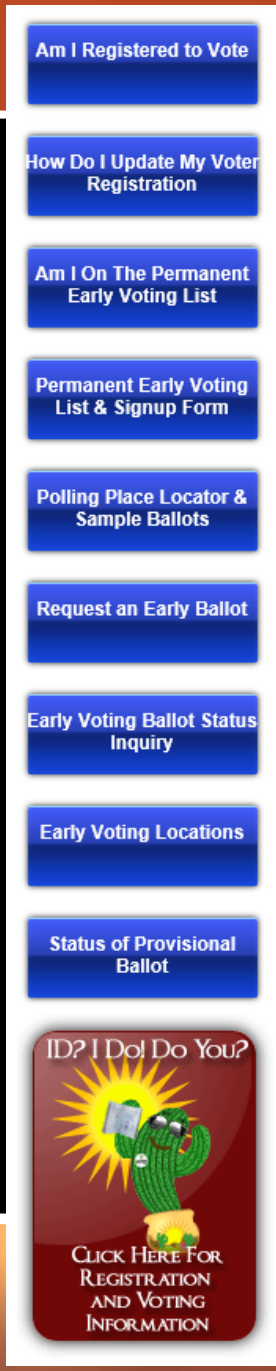
e. Re-registration information

f. Absentee-ballot request renewals

g. Information on determining if voted ballots have been received

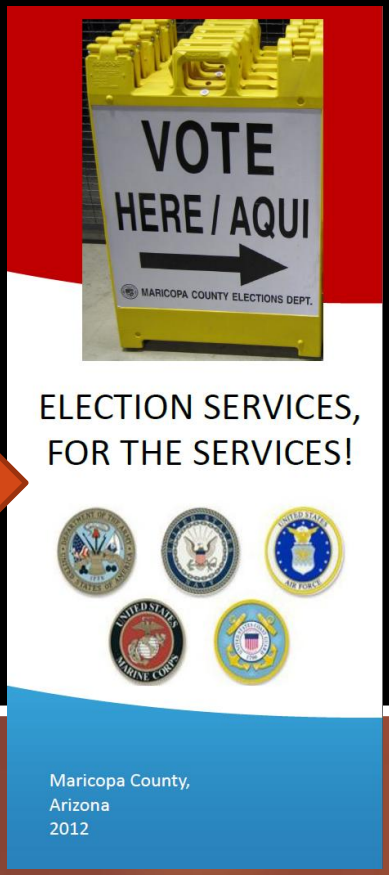
h. Information on what to do if requested ballots do not arrive

Much of this data is listed on the home page. Additionally, MCED received a grant from FVAP and will be upgrading our UOCAVA page this summer.



UOCAVA Grant

Our UOCAVA voter's services page will have increased operability with the Federal Post Card Application (FPCA) and enhanced information services:



ELECTION SERVICES, FOR THE SERVICES

First, thank you for your service! At Maricopa County Elections we strive to ensure that all eligible voters get the information that they need to effectively participate in our electoral process. Active military, their dependent family members, and voters who are overseas are afforded special consideration under federal (Uniformed & Overseas Citizens Absentee Voting Act or UOCAVA) and state law in an effort to address the additional obstacles that you face in participating in our democracy. This brochure will aid you in understanding how to submit or verify your registration and current mailing address, to check to ensure that Maricopa County Elections has you designated correctly as a UOCAVA voter if you are not currently in Maricopa County, request a ballot, and check the status of your ballot request to be sure that it is received in time to be counted.

Many services are available electronically at www.recorder.maricopa.gov , via email to milos@risc.maricopa.gov, or by calling 602-506-1511.

If you are currently stationed and residing in Maricopa County, you can either register and vote as a local resident here, or you can register as a UOCAVA voter back in your home jurisdiction by visiting the Federal Voting Assistance Program's website: www.fvap.gov.

1 REGISTER

It is important to verify that you are correctly registered in Maricopa County and that we have the right mailing address and contact information to aid in getting you your ballot. This can be done online or by calling 602-506-1511.

If you are not registered and are living locally, simply register as a local resident either online at www.servicearizona.com or by requesting a paper form from the phone number listed above.

If you are stationed outside of Arizona then complete a Federal Post Card Application either obtained on our website or at www.fvap.gov.

2 REQUEST UOCAVA STATUS & BALLOT

In order to expedite serving our military and overseas voters, we need to know that you qualify for this service as well as where you are, and for how long. This status needs to be updated once a year as long as you are active military stationed outside of Maricopa County or you are a voter living overseas (either temporarily or indefinitely). This is done by completing the Federal Postcard Application (FPCA).

UOCAVA voters will automatically be sent a ballot for each election (federal, state, and local) that you are eligible for after you have completed the FPCA. UOCAVA voters' ballots are sent 45 days prior to each election to allow additional time for ballots to travel greater distances than those going to local voters.

3 RECEIVE & RETURN BALLOT

UOCAVA voters can request to receive your ballots as a standard paper ballot mailed to them, or you can receive it via fax or electronically. If you have requested a ballot you can determine what date it was sent on our website www.recorder.maricopa.gov .

Additionally, UOCAVA voters have options in the return of their voted ballots, but all ballots ***MUST BE RECEIVED BACK BY 7PM ARIZONA TIME ON ELECTION DAY***. Ballots can be returned by mail, fax, as an email attachment, or through the Arizona Secretary of State's website: www.azsos.gov .

HELP US TO HELP YOU!

KEEP YOUR INFORMATION CURRENT WITH YOUR LOCAL ELECTION'S OFFICE.

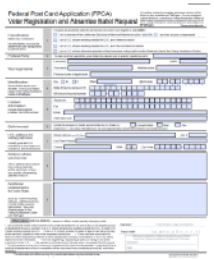
- Most election mail is non-forwardable, so be sure that you notify your local office when deployed or mailing information changes.
- If you are not registered to a political party, you need to advise which party's ballot you would like to receive for the August Primary Election.
- Election laws vary by state, be sure to refer fellow soldiers to the Federal Voting Assistance Program's website or to their Secretary of State's office.
- Information about Arizona candidates and propositions is available online: www.azsos.gov & www.azcleanelections.gov

We salute you!

It's as easy as 1, 2, 3!

1 Register:

2 Request:



FPCA: click to access

3 Receive & Return:

Maricopa County Elections Department
Attn. UOCAVA
510 S. 3rd Ave
Phoenix AZ 85003

602-506-8049

milos@risc.maricopa.gov
www.recorder.maricopa.gov
www.azsos.gov

"If democracy is worth fighting for, then its true value should be measured at the ballot box!"

—Helen Purcell, Maricopa County Recorder

Throughout the brochure all the hyperlinks are active to direct voters without having to do any additional searching.

4. Absentee and Early Voting (7.5 percent)

This subcategory assesses the availability of information for absentee voters, such as:

a. Absentee voter eligibility requirements

b. Applications or instructions on how to apply

c. Addresses to submit these applications

d. Acceptable methods for submitting an application (e.g., mail, fax, e-mail)

e. Application deadlines (both for number of days before an election and dates)

f. Deadlines for returning ballots

g. Information about assistance in marking absentee ballots

h. Information on how to obtain replacement ballots if they do not arrive, are lost, or are damaged

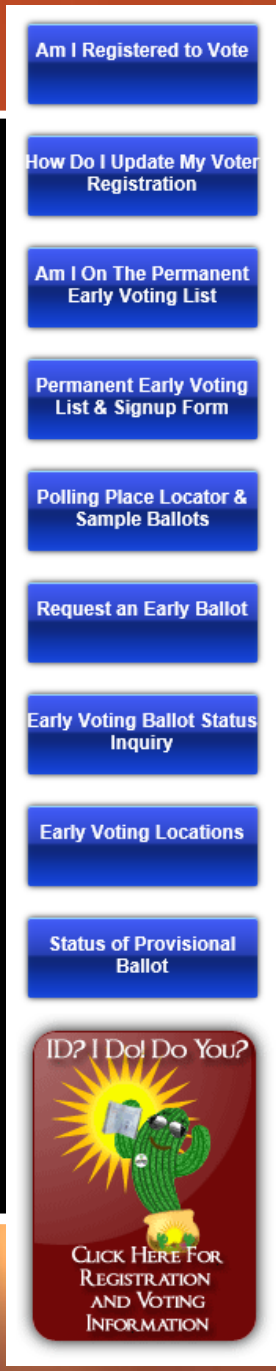
i. Early voting information

j. Early voting dates and hours of operation

k. Early voting locations

l. Information for voters with disabilities regarding the accessibility of early voting sites

Early voting is a prominent service on the website.



6. Voters with Disabilities (2.5 percent)

This subcategory assesses the availability of information for voters with disabilities, such as:

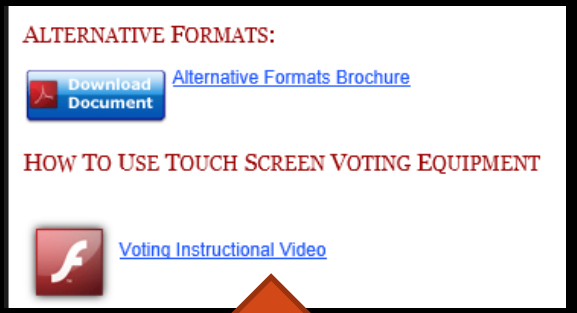
a. Whether a section for voters with disabilities is available

b. Information about the availability of assistance by poll workers

c. Instructions for voters with disabilities on casting ballots

d. TDD or TTY access

Voter assistance options has its own page.



7. Election Official (State and Local) Contact Information (5 percent)

This subcategory assesses the availability of the following contact information:

a. Election official telephone number

b. Hotline

c. Toll-free election line

d. Fax number

e. Address

f. E-mail or Web contact

g. Hours of operation

h. Name of state election official to provide assistance

i. Whether Web addresses or links from state site to county sites exist

j. Whether the state relies on local governments to perform election functions and informs voters of that reliance

The bottom of every page has our contact information and links to other agencies are in the FAQs.

MAIN SITE LINKS

- Home
- About
- Recorder
- Elections
- Media Events
- Publications
- Sitemap

View Our RSS Feed

HOURS & LOCATIONS

Recorder and Elections - Main Office (Downtown)
111 S. Third Ave.
Phoenix AZ 85003
Hours: 8:00 A.M. - 5:00 P.M. Monday - Friday
Phone: 602-506-3535
T.D.D. 602-506-2348

Recorder and Elections - Southeast Office (Mesa)
222 E. Javelina
Mesa AZ 85210
Hours: 8:00 A.M. - 5:00 P.M. Monday - Friday
Phone: 602-506-3535
T.D.D. 602-506-2348

Elections - MCTEC Office
510 S. Third Ave., Phoenix AZ 85003
Hours: 8:00 A.M. - 5:00 P.M. Monday - Friday
Phone: 602-506-1511
T.D.D. 602-506-2348

Recording Kiosks

Surprise
Northwest Regional Library
16089 N. Bullard Avenue
Surprise, AZ 85374
Hours: 9:00 A.M. - 5:00 P.M. Monday - Friday

Fountain Hills
Fountain Hills Library
12901 North La Montana Drive
Fountain Hills, AZ 85268
Hours: 9:00 A.M. - 5:00 P.M. Monday - Friday

Anthem
North Valley Regional Library
40410 North Gavilan Peak Parkway
Anthem, AZ 85086
Hours: 9:00 A.M. - 5:00 P.M. Monday - Friday

View Our Holiday Schedule

Polls are open on Election Day from 6:00 AM to 7:00 PM.

CONTACT US

Sign up here to receive email notifications of any future website outages.

Disclaimer

The Maricopa County Recorder's Office presents the information on this web site as a service to the public. We have tried to ensure that the information contained in this electronic document is accurate.

The Recorder's Office makes no warranty or guarantee concerning the accuracy or reliability of the content at this site or at other sites to which we link. Assessing accuracy and reliability of information is the responsibility of the user.

The Recorder's Office shall not be liable for errors contained herein or for any damages in connection with the use of the information contained herein.

8. Future Elections/Elections Calendar (1.5 percent)

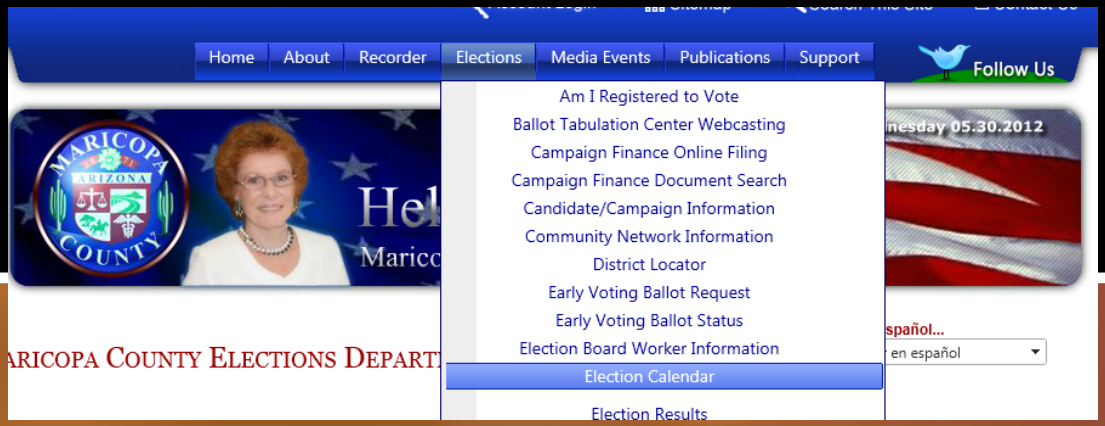
This subcategory assesses the availability of:

a. Lists of state and federal elections for the upcoming year

b. Lists of upcoming local elections for the upcoming year

c. Important registration and election dates and milestones[7]

The election calendar is posted for the year along with contact information for the jurisdictions:



JURISDICTIONAL ELECTIONS CONTACTS

Jurisdiction Name	Contact	Physical Address	Physical Address
All School Districts	Hope Olguin - Election Specialist Phone: 602-506-3866 Fax: 602-506-3783 Hope.Olguin@mcesa.maricopa.gov www.maricopa.gov/Schools	County Schools	4041 N Central Ave, Suite 1100 Phoenix, AZ 85012
City of Apache Junction	Kathleen Connelly - City Clerk Phone: 480-982-8002 Fax: 480-982-7018 M-F 8am-5pm kconnelly@ajcity.net www.ajcity.net	300 E Superstition Blvd Apache Junction 85219	300 E Superstition Blvd Apache Junction 85219
City of Avondale	Carmen Martinez - City Clerk Phone: 623-333-1200 Fax: 623-333-0120 M-TH 7am-6pm cmartinez@avondale.org www.avondale.org	11465 West Civic Center Drive Suite 200 Avondale 85323	11465 West Civic Center Drive Suite 200 Avondale 85323
City of Chandler	Marla Paddock - City Clerk Phone: 480-782-2181 Fax: 480-782-2185 M-F 8am-5pm marla.paddock@chandleraz.gov www.chandleraz.gov	175 S Arizona Ave, 1st Floor Chandler 85224-4008	PO Box 4008 MS606 Chandler 85224-4008
City of El Mirage	Richard Saathoff - City Clerk Phone: 623-876-2925 Fax: 623-972-8110 M-F 8am-5pm rsaathoff@cityofelmirage.org www.cityofelmirage.org	12145 NW Grand Avenue Suite 4 El Mirage 85335	PO Box 26 El Mirage 85335
City of Glendale	Pamela Hanna - City Clerk Phone: 623-930-2252 ext. 1 Fax: 623-463-8678 M-F 8am-5pm cityclerk@glendaleaz.com www.glendaleaz.com	5850 West Glendale Ave Glendale 85301	5850 West Glendale Ave Glendale 85301
City of Goodyear	Lynn Mulhall - City Clerk Phone: 623-932-3910 Fax: 623-882-7832 M-F 8am-5pm lmulhall@goodyearaz.gov www.goodyearaz.gov	190 North Litchfield Rd Goodyear 85338	PO Box 5100 Goodyear 85338
City of Litchfield Park	Mary Rose Evans - City Clerk Phone: 623-935-5033 Fax: 623-935-5427 M-F 8am-5pm maryrose@litchfield-park.org www.litchfield-park.org	214 West Wigwam Blvd Litchfield Park 85340	214 West Wigwam Blvd Litchfield Park 85340
City of Mesa	Linda Crocker - City Clerk Phone: 480-644-2672 Fax: 480-644-2821 M-TH 7am-6pm linda.crocker@mesaaz.gov www.cityofmesa.org	20 East Main St Mesa 85201	PO Box 1466 Mesa 85201
	Wanda Nelson - City Clerk		

9. Election Results (2.5 percent)

This subcategory assesses the availability of results that are:

a. Posted online

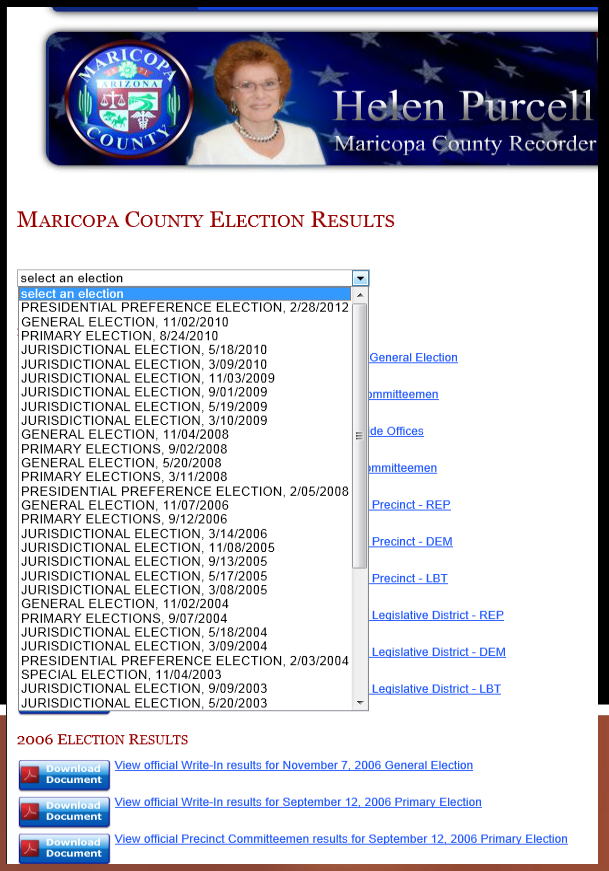
b. Posted the day after election (if not sooner)

c. Provided by county, percentage, and precinct

d. Provided with maps

e. Archived so that past election results are available

Election results are posted online but the full precinct canvass is only available on CD (it is thousands of pages long).



10. Privacy (1 percent)

This subcategory assesses the availability of the following:

a. Website privacy policy

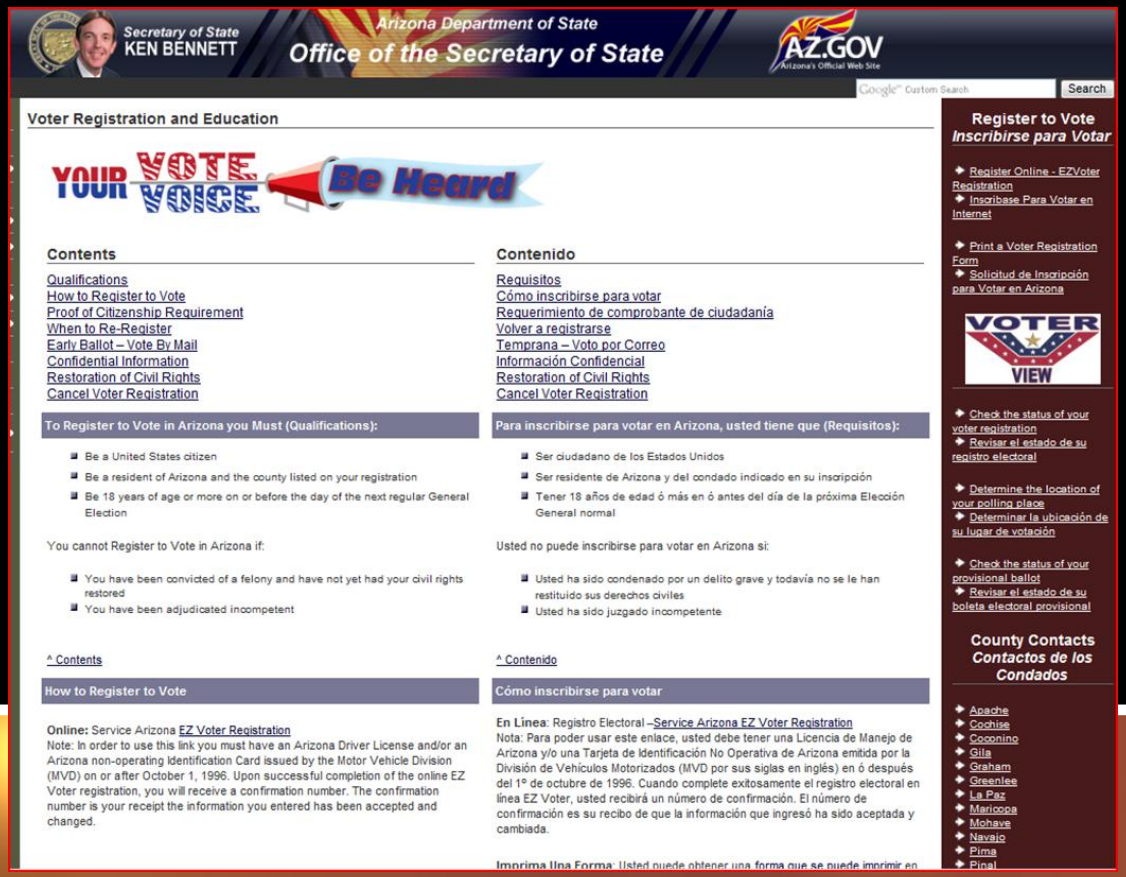
b. Whether lookup tools are provided on a secure server

c. Explanation of privacy protections for sites that require personal information to use lookup tools

This is not something we currently provide.

Catchy Slogan:

The Secretary of State's Office implemented this slogan:



Accessible Voting Technology Initiative

DESIGNING ACCESSIBLE ELECTIONS

ITIF
The Information Technology & Innovation Foundation

About

The Accessible Voting Technology Initiative is working to:

- Understand the barriers and facilitators to voting for people with disabilities
- Identify gaps where current technology fails to fill user needs and where new solutions can have the most impact
- Work to integrate these changes into the current election environment.

This project will address the needs of voters with different types of disabilities, including individuals with:

- Sensory disability (blindness, low vision, hearing loss, and deafness)
- Cognitive and intellectual disability
- Motor mobility and dexterity disability
- Communication and language-related disability
- Disabilities common among older adults.

This project is funded by a grant from the EAC

Tasha is a woman in her 30's who runs her own business. She has been blind since birth. She employs a "reader" who reads print materials to her. However, she uses a computer independently and prefers that method for accessing information.

George is a retiree who has MS that affects his memory and his mobility. He uses a cane and can't stand for long periods at a time. Because of his memory problems, he needs to bring notes with him to the polling station about how he is going to vote. He is very concerned about voting privacy — he misses the privacy of the old designs with the curtain.

Angela has quadriplegia from a spinal cord injury. She can move her arms somewhat, but is not able to grip items or point. She uses a typing stick, held on to her hand with a splint, when she wants to hit keys on a computer keyboard. Angela uses a power wheelchair and has a service dog. Due to the height of her chair, she frequently bumps her knees when she tries to pull up to work surfaces. She often feels rushed when voting.

Minjun (pronounced Min-Joon) has vision loss, including being color blind. As a recent immigrant to the U.S., English is Minjun's second language. Although he can remember who the candidates are from seeing them on TV, he has problems reading their names.

Charlie has autism. He is high-functioning and is able to read well. However, he is uncomfortable in crowds and in unfamiliar situations, and he is sensitive to loud noises. He also tends to persevere when doing some tasks, and it is difficult to get him to move on to the next activity.

Maria is a retiree who has cerebral palsy that affects her mobility and her dexterity. She uses a scooter and has limited fine motor control. As a result, she has difficulty reaching and grasping objects as well as using interfaces that have small buttons or controls.

Michael is a retiree with a significant hearing loss. He uses hearing aids and can lip read if he is within a few feet of the speaker and the lighting is good.

Amy is a single working mother who needs to pick up her 1 year old daughter at the daycare center before going to the poll to vote. The child is quite active and tends to wander off in public places. To make sure that her daughter does not wander off, Amy will have to hold her in her arms while she is voting.

Tyler is a college student who has a condition that has resulted in blindness since he was a child, and more recently, mobility and fine motor issues that resemble arthritis. He can operate controls and buttons if they aren't too small or too stiff. At home, he uses a computer with speech capability.

Humanize it!

By telling the story of how an individual may be impacted by specific policies or procedures it is easier to understand some of the measures taken to curb negative consequences.

Usability Experts: Their Suggestions

Design and user experience in elections

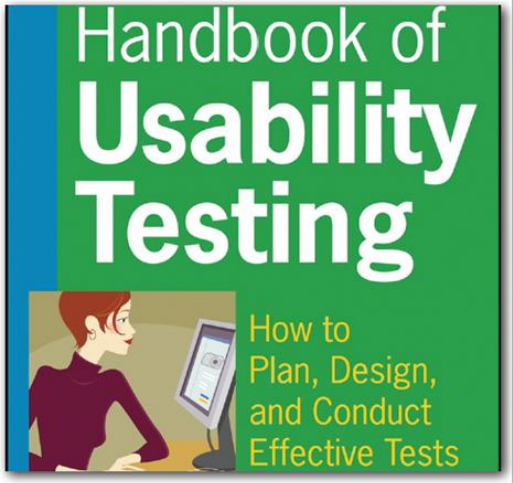
Dana Chisnell
dana@usabilityworks.net
@danachis

Where to learn more

LEO Usability Testing Kit: http://www.upassoc.org/civiclife/voting/leo_testing.html

Usability testing blog: http://usabilitytestinghowto.blogspot.com/

Download templates, examples, and links to other resources from www.wiley.com/go/usabilitytesting



Challenges | Field Notes | Community | How It Works | User Forums

New here? Sign up! or Login | Connect

OPEN IDEO

Where people design better, together BETA

The Challenge

772 followers | Follow updates

How might we design an accessible election experience for everyone?

Read the brief

CONCEPTING 154 concepts | APPLAUSE 154 final concepts | REFINEMENT 20 final concepts | EVALUATION 20 final concepts | WINNING CONCEPTS Announced!

Share this challenge

Recommend 32

+1 0

Tweet this with #oi_vote

Challenge a friend

Subscribe to challenge RSS

Learn more

Winning concepts

Congratulations to our 11 Winning Concepts and to our entire community for your efforts creating, collaborating, building and refining throughout the challenge! Read more about our final concepts – and remember: the challenge may have ended, but the conversation continues. Has this challenge inspired you to make elections more accessible in your own community? Email us at hello@openideo.com to let us know.

Complete Online Polling Station Performance Tracking Platform - UPDATED

Voter's Voice is a free online platform to allow voters to rate polling stations, suggest improvements, and connect with election officials to advocate for improvements to polling station accessibility, equipment and the general voting experience.

Graham G.
March 02, 2012
05:10AM

714 views
22 comments
13 applause

Applaud

Personalize it!

It has been a standing practice for the Arizona Secretary of State's office to send an 18th birthday card as a voter registration reminder:

Use of Social Media & Technology

Keep Voters Informed!

Making sure that voters know what to expect, *and what is expected of them*, can be a challenge.

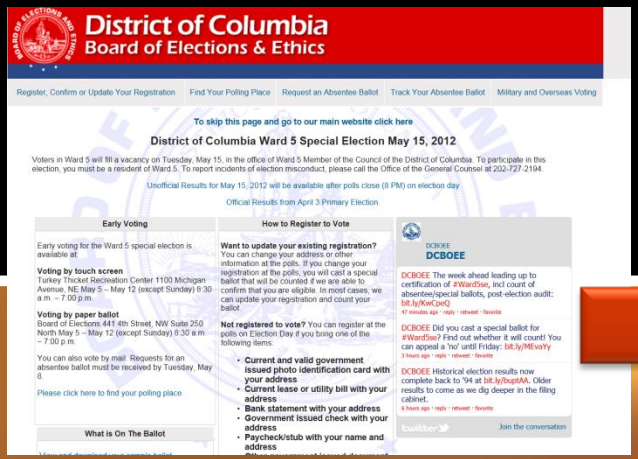
Email & social media is a cost-effective way to reach the public.

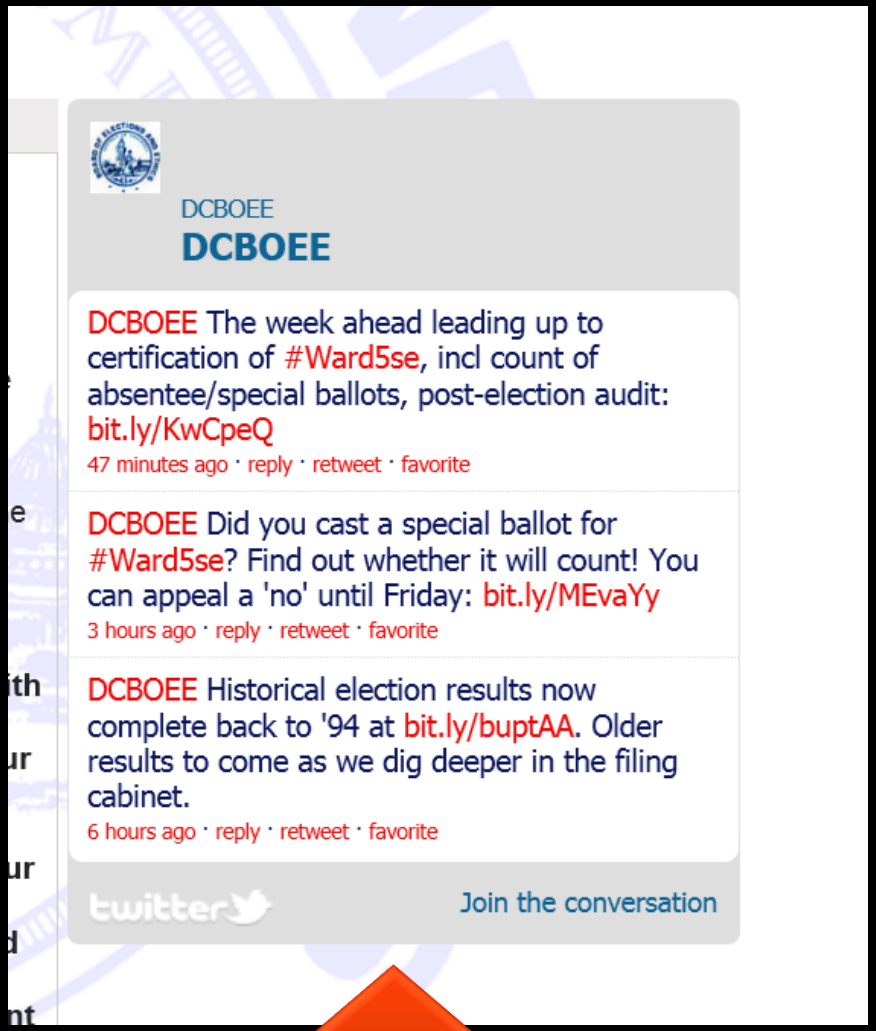
Just be sure that you have administrative policies in place and clearly defined rules on what gets conveyed!!

Twitter

One of the best examples of successful use of social media is the DC Board of Elections & Ethics (DCBOEE).

Twitter feed keeps them in touch with what is happening at the polls.





The DCBOEE HQ on Election Day allows for calls coming in from the field and from social media to be integrated and allows for quick assessment of issues.

Here you see Alysoun McLaughlin, their Public Affairs Specialist, monitor the feeds.

Twitter

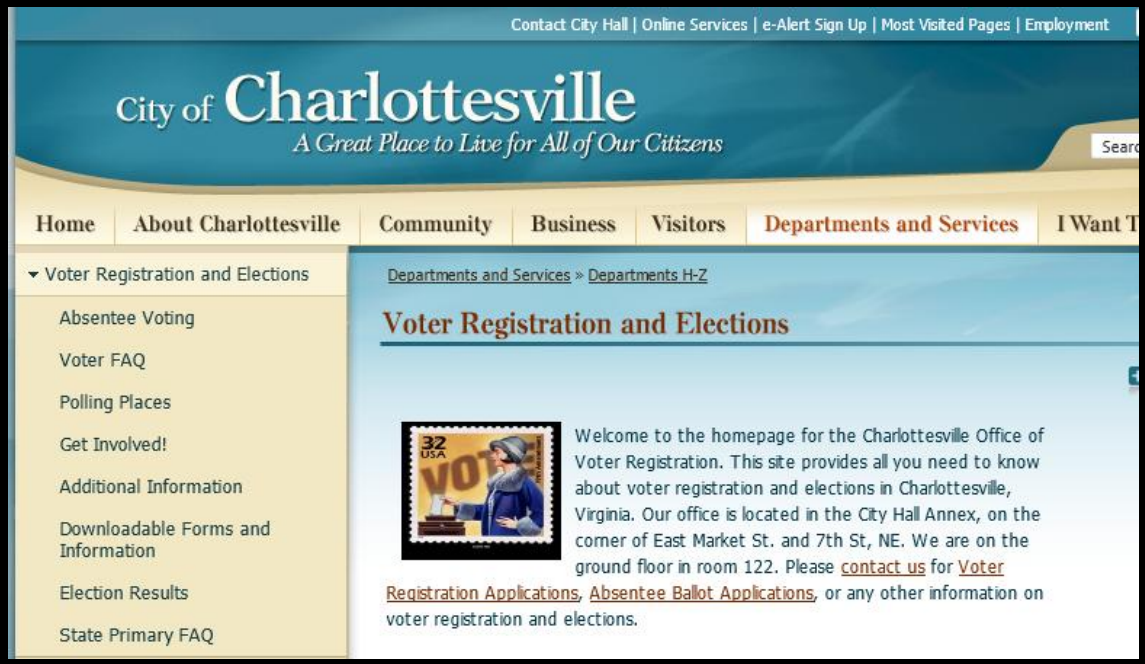
Los Angeles County Registrar is also a great example.

Updates on deadlines, events, offerings keep the public informed.

LA County also uses Facebook to reach the public.

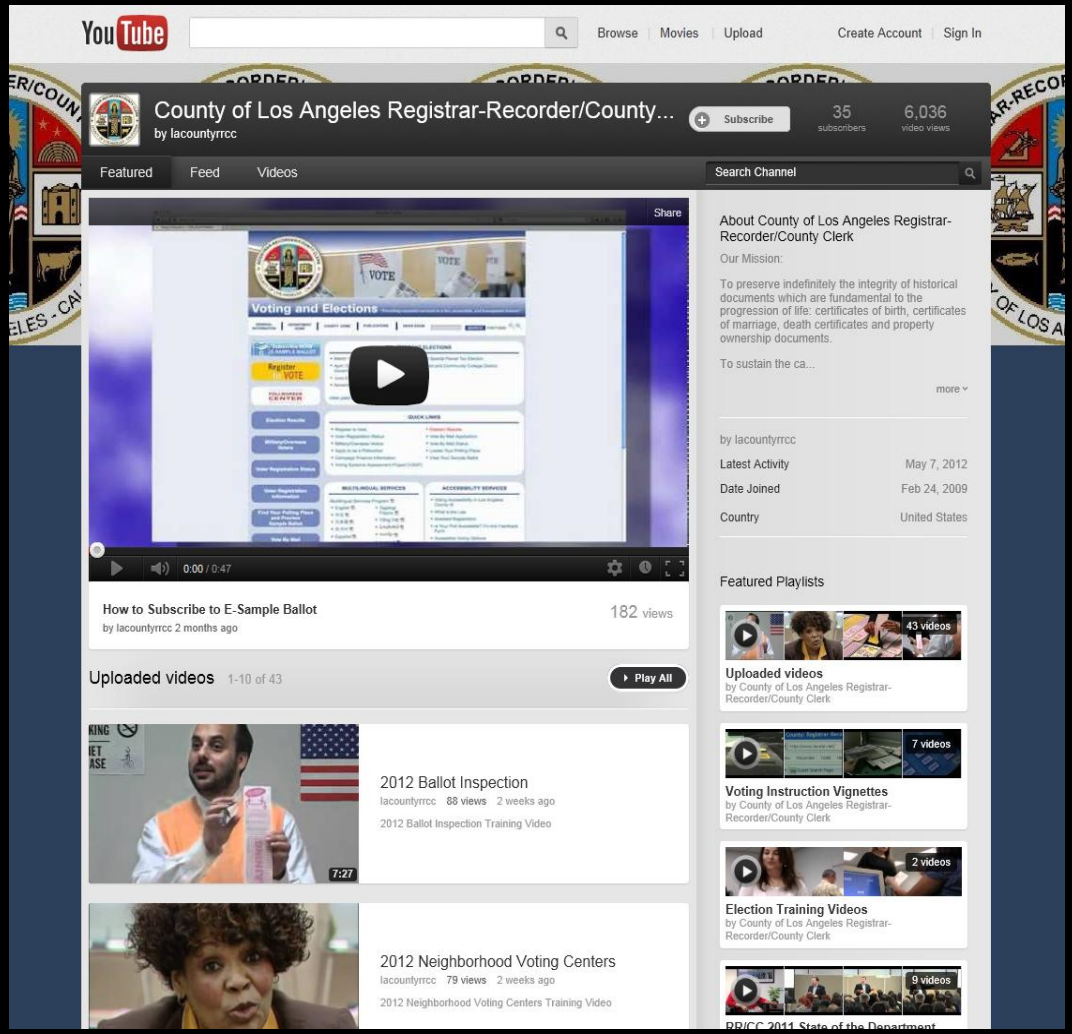
Facebook

Charlottesville, VA gets their information out to voters via Facebook as well.



YouTube

LA County is also utilizing YouTube as part of its social media campaign:



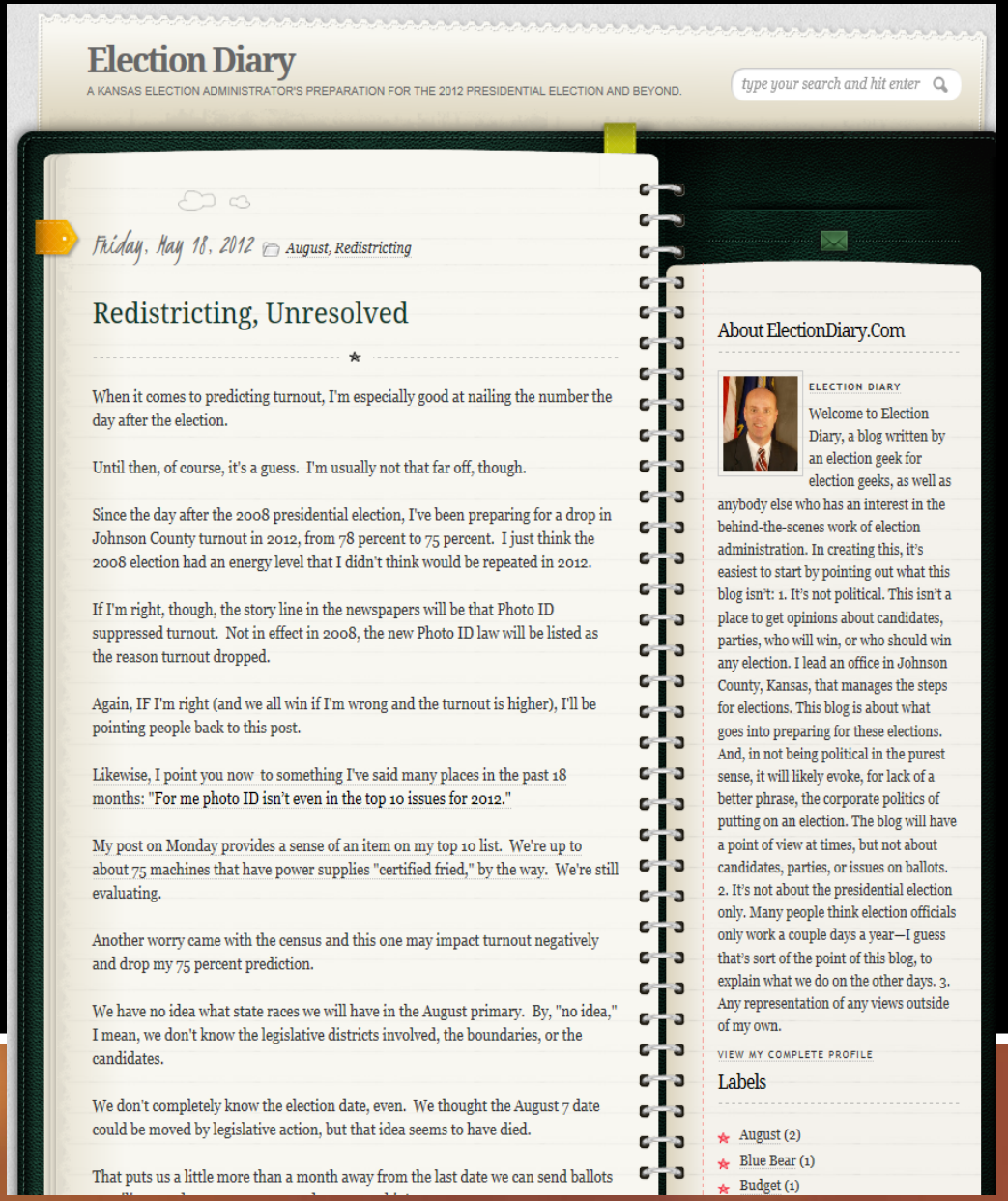
You Tube

To increase your audience it is a good idea to include closed captioning as shown here in this video from Arizona Center for Disability Law.

Blogs

Elections Director Brian Newby in Johnson County Kansas offers an elections diary blog to share the process with his public.

www.electiondiary.com



Election Diary

A KANSAS ELECTION ADMINISTRATOR'S PREPARATION FOR THE 2012 PRESIDENTIAL ELECTION AND BEYOND.

type your search and hit enter

Friday, May 18, 2012 August, Redistricting

Redistricting, Unresolved

When it comes to predicting turnout, I'm especially good at nailing the number the day after the election.

Until then, of course, it's a guess. I'm usually not that far off, though.

Since the day after the 2008 presidential election, I've been preparing for a drop in Johnson County turnout in 2012, from 78 percent to 75 percent. I just think the 2008 election had an energy level that I didn't think would be repeated in 2012.

If I'm right, though, the story line in the newspapers will be that Photo ID suppressed turnout. Not in effect in 2008, the new Photo ID law will be listed as the reason turnout dropped.

Again, IF I'm right (and we all win if I'm wrong and the turnout is higher), I'll be pointing people back to this post.

Likewise, I point you now to something I've said many places in the past 18 months: "For me photo ID isn't even in the top 10 issues for 2012."

My post on Monday provides a sense of an item on my top 10 list. We're up to about 75 machines that have power supplies "certified fried," by the way. We're still evaluating.

Another worry came with the census and this one may impact turnout negatively and drop my 75 percent prediction.

We have no idea what state races we will have in the August primary. By, "no idea," I mean, we don't know the legislative districts involved, the boundaries, or the candidates.

We don't completely know the election date, even. We thought the August 7 date could be moved by legislative action, but that idea seems to have died.

That puts us a little more than a month away from the last date we can send ballots

About ElectionDiary.Com

ELECTION DIARY

Welcome to Election Diary, a blog written by an election geek for election geeks, as well as anybody else who has an interest in the behind-the-scenes work of election administration. In creating this, it's easiest to start by pointing out what this blog isn't: 1. It's not political. This isn't a place to get opinions about candidates, parties, who will win, or who should win any election. I lead an office in Johnson County, Kansas, that manages the steps for elections. This blog is about what goes into preparing for these elections. And, in not being political in the purest sense, it will likely evoke, for lack of a better phrase, the corporate politics of putting on an election. The blog will have a point of view at times, but not about candidates, parties, or issues on ballots. 2. It's not about the presidential election only. Many people think election officials only work a couple days a year—I guess that's sort of the point of this blog, to explain what we do on the other days. 3. Any representation of any views outside of my own.

VIEW MY COMPLETE PROFILE

Labels

- August (2)
- Blue Bear (1)
- Budget (1)

Blogs

Keeping up with what is going on nationally in elections is easier with the Program for Excellence in Election Administration from the Humphrey School of Public Affairs at the University of Minnesota:

Program for Excellence in Election Administration

Google

It Takes All Kinds: Jurisdiction Size in Election Administration

Posted: 21 May 2012 04:56 AM PDT

[Image courtesy of **Social Media Blog**]

Last Friday, I had the opportunity to be a part of "**HAVA at 10**", a conference sponsored by my friends and colleagues in the **Election Law program at Ohio State's Moritz School of Law**.

There were a number of interesting discussions, but one I wanted to share today came courtesy of **David Kimball** of the University of Missouri-St. Louis. He presented a paper (still in draft form) that he prepared with his colleague Brady Baybeck. The paper argues that "size matters" in election administration given the impact that a jurisdiction's size has on many different aspects of elections.

Program for Excellence in Election Administration

Google

Formula for Change: The Shelby County Case and Section 5

Posted: 23 May 2012 05:33 AM PDT

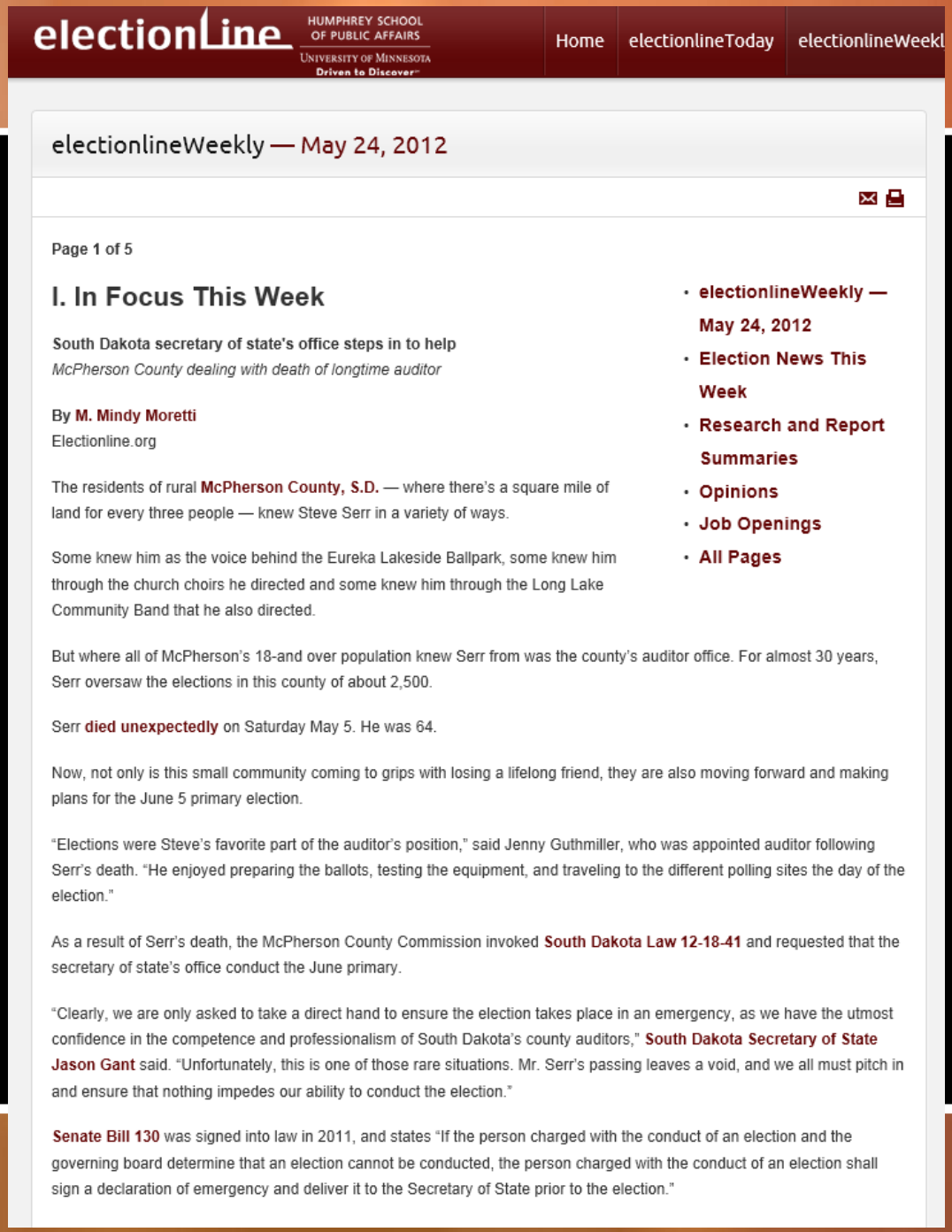
[Image courtesy of **lawyerscommittee.org**]

Last Friday, the U.S. Court of Appeals for the District of Columbia Circuit issued an **opinion** in *Shelby County v Holder*, voting 2-1 to uphold the constitutionality of Section 5 of the Voting Rights Act, which requires certain states and jurisdictions to obtain federal approval of election changes before they can go into effect.

I've already **blogged** about the effects of Section 5, especially in the context of current national fights over voter ID - and any change in Section 5 that reduces federal oversight in covered jurisdictions would be significant to the combatants on either side of that and other debates.

Blogs/Newsletter

As well as with electionlineToday & electionlineWeekly.



electionLine HUMPHREY SCHOOL OF PUBLIC AFFAIRS UNIVERSITY OF MINNESOTA Driven to Discover℠

Home | electionlineToday | electionlineWeekl

electionlineWeekly — May 24, 2012

Page 1 of 5

I. In Focus This Week

- electionlineWeekly — May 24, 2012
- Election News This Week
- Research and Report Summaries
- Opinions
- Job Openings
- All Pages

South Dakota secretary of state's office steps in to help

McPherson County dealing with death of longtime auditor

By M. Mindy Moretti
Electionline.org

The residents of rural McPherson County, S.D. — where there's a square mile of land for every three people — knew Steve Serr in a variety of ways.

Some knew him as the voice behind the Eureka Lakeside Ballpark, some knew him through the church choirs he directed and some knew him through the Long Lake Community Band that he also directed.

But where all of McPherson's 18-and over population knew Serr from was the county's auditor office. For almost 30 years, Serr oversaw the elections in this county of about 2,500.

Serr died unexpectedly on Saturday May 5. He was 64.

Now, not only is this small community coming to grips with losing a lifelong friend, they are also moving forward and making plans for the June 5 primary election.

"Elections were Steve's favorite part of the auditor's position," said Jenny Guthmiller, who was appointed auditor following Serr's death. "He enjoyed preparing the ballots, testing the equipment, and traveling to the different polling sites the day of the election."

As a result of Serr's death, the McPherson County Commission invoked South Dakota Law 12-18-41 and requested that the secretary of state's office conduct the June primary.

"Clearly, we are only asked to take a direct hand to ensure the election takes place in an emergency, as we have the utmost confidence in the competence and professionalism of South Dakota's county auditors," South Dakota Secretary of State Jason Gant said. "Unfortunately, this is one of those rare situations. Mr. Serr's passing leaves a void, and we all must pitch in and ensure that nothing impedes our ability to conduct the election."

Senate Bill 130 was signed into law in 2011, and states "If the person charged with the conduct of an election and the governing board determine that an election cannot be conducted, the person charged with the conduct of an election shall sign a declaration of emergency and deliver it to the Secretary of State prior to the election."

Email Campaigns

From: Heather Smith, Rock the Vote <info@rockthevote.com>
To: Tammy Patrick - RISCX
Cc:
Subject: Let the campaign begin...
Sent: Thu 5/3/2012 4:00 AM

ROCK THE VOTE

Hey T,

It's been a while, but we have some big news to share with you.

It's official - Rock the Vote is turning up the volume on our 2012 general election campaign!

Yesterday, Rock the Vote Ambassador Keri Hilson joined us to announce our goal to register 1.5 million voters this year and make sure that the power of the youth vote is loud and clear on Election Day. The campaign includes new voter registration technologies, music and media partnerships, and education initiatives to mobilize millions of young Americans to vote this November. You can read more about it here.

Here's the thing though: We are planning the largest non-partisan voter registration effort in the country, and we can't do it without YOU.

Will you join the Rock the Vote campaign today? And help us reach our goal of 1.5 million voters that will rock the vote this year.

Get registered! Click here to fill out a voter registration application now. Remember, if you have moved since the last time you registered, you will need to re-register.

And, if you're already registered...

- Share the link with 5 of your friends - and make sure they are registered to vote too.
- Sign up to volunteer with Rock the Vote at festivals and concerts this summer.
- Take a stand and Pledge to Vote on Election Day in November.

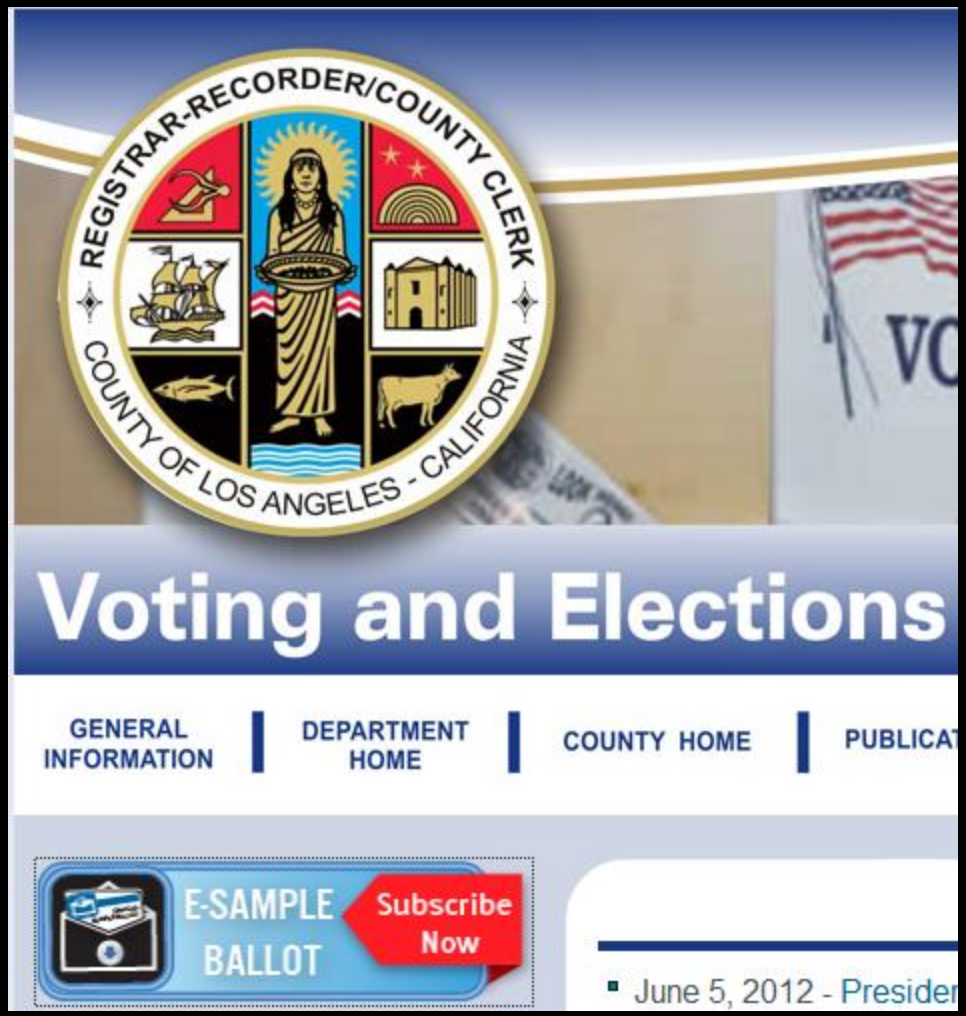
We have an exciting six months ahead of us (187 days to be exact) - and we hope you're as pumped as we are.

Let's Rock the Vote in 2012 together!

Heather + the Rock the Vote team (Chrissy, Amanda, Caitlin, David, Jaynie & Kelly)

Join Rock the Vote on: Facebook | Twitter

LA County

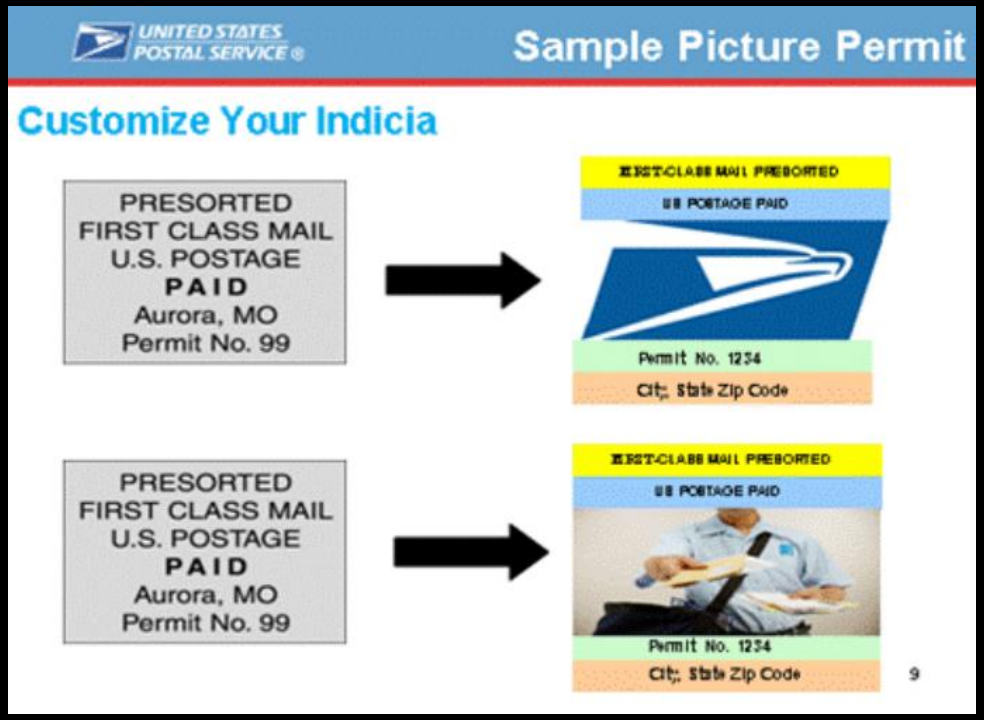


Voters in some states can opt to get their sample ballots electronically, receive reminders of important dates, links to polling place locators, etc.

Branding

Election officials can use the "Official Election Material Mailing" logo with the post office, but there are other branding options.

They also offer a "picture permit" for your indicia (rather than the standard box).



GOTV Methods

Seven Principles for Getting Out the Vote

Use these tested and studied strategies to successfully get-out-the-vote

❶ Make it Personal

Voter mobilization research shows that people are more likely to participate when contacted personally by someone they know. Voters respond best to other people, especially friends, neighbors, and community-based agencies that are familiar and trusted. Rather than focusing on impersonal handouts or mass emails, look for opportunities to initiate conversations about voting while delivering services, in meetings, on the phone, or at trainings and events.

❷ Make it Easy

Voters can let little things keep them from the polls. Not having basic information about the election—like when the polls are open, how to find your polling location if you've recently moved, or what kind of identification is necessary—can create participation barriers. Fortunately, nonprofits are well equipped to help voters get the information they need to vote with confidence.

❸ Competition Counts

Competition drives turnout. Voters respond when they perceive that an election is competitive or high profile. You can encourage this by highlighting closely contested candidate races or ballot measures.

❹ Timing is Everything

Get-out-the-vote efforts have the greatest impact in the final weeks and days leading up to the election when voters who are less likely to turn out pay more attention. Designate a day for a big early voting push. Then pump up the volume in the final week and on Election Day itself!

❺ Picture It

People are more likely to vote if they visualize their plan to do so. Will they request a mail ballot or vote early in person? What time will they head to the polls on Election Day? Ask people to think specifically about when and how they plan to vote.

❻ The Power of Positivity

Negative messaging—like "If you don't vote, don't complain"—or calls to civic duty without additional information about the election can be confusing and counterproductive. Use positive messages that encourage people to vote by connecting the election back to your community's future and your organization's issues.

❼ Raising the Stakes

Voters respond to urgency. If the election seems important, people are more likely to turn out because they believe that their vote will make a difference, benefit them, or avoid negative results. Use your mission and core issues to highlight what's at stake.

Get-Out-the-Vote Efforts Pay Dividends

Voting is contagious. Research shows that if you persuade one person to vote, they will likely influence at least one additional friend or family member to vote too. Voting is habit-forming. Casting a ballot for the first or second time can instill a lifelong voting habit.

A DOZEN EASY WAYS TO GET OUT THE VOTE!

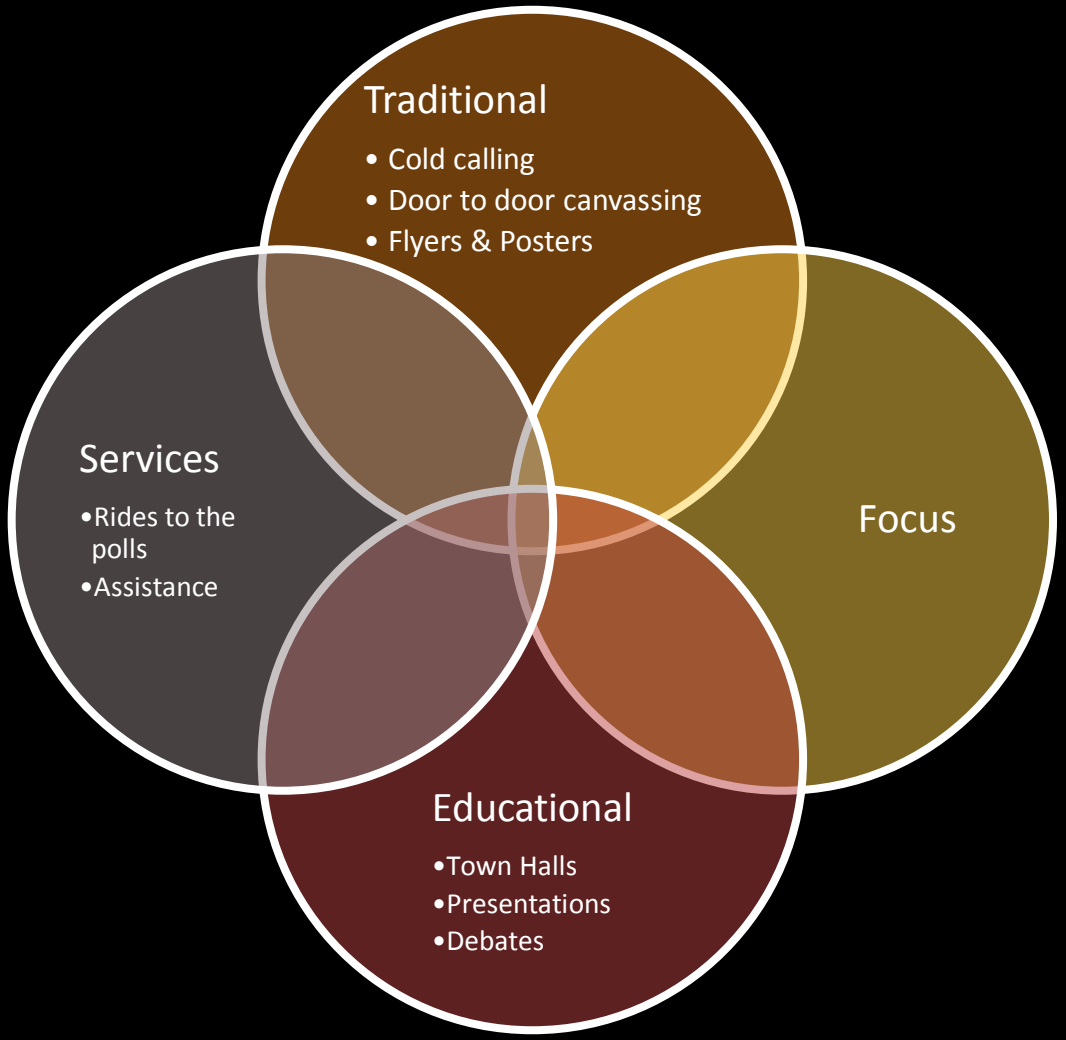
With limited time and resources, here are some ways you can quickly and easily help Get Out The Vote without spending a dime.

- ❑ Talk to the people you work with about the importance of voting to your organization and the community you serve.
- ❑ Put a newsletter article on your web site, in any agency newsletter or e-news that goes out close to Election Day, encouraging everyone to vote. (*See sample article on our website.*)
- ❑ Send emails to your staff, members, consumers or clients, board, and volunteers encouraging them to vote. (*See sample emails that you can use or modify on our website.*)
- ❑ Make a VOTE TODAY! sign and place it in your main lobby and other common areas on Election Day with information about polling places, rides to the polls and an 800 number to call or website to visit for help voting.
- ❑ Include a VOTE NOVEMBER 6! reminder in the payroll envelopes that go out closest to Election Day. (*See sample payroll stuffer on our website.*)
- ❑ Do an "office knock" on the day before Election Day—make the rounds in your agency offices and remind your colleagues to VOTE ON NOVEMBER 6.
- ❑ New voters may need more help and encouragement to vote. Do another "office knock" on Election Day—make the rounds one more time to ask your colleagues what help them need, questions they have to VOTE TODAY.
- ❑ Car pool to the polls with co-workers, board member, volunteers, or clients who live in your precinct—on your way to work, on a morning break, on your lunch hour, or after work. Make it fun and social!
- ❑ Include a VOTE NOVEMBER 6 card in any group meetings or programs that your agency holds in the month leading up to Election Day (including staff and board meetings!)
- ❑ Make a VOTE NOVEMBER 6! message on your outdoor marquis or in your agency's window so that passersby are reminded to vote.
- ❑ Put a VOTE NOVEMBER 6 message in your email signature so that every email you send reminds people to vote.
- ❑ Take time off on Election Day—or even part of it!

Nonprofit Voter Engagement Network
2314 University Ave. W. Suite 20 • St. Paul, MN 55114
TEL (651) 757-3086 • EMAIL info@nonprofitvote.org

NonprofitVOTE Checklist

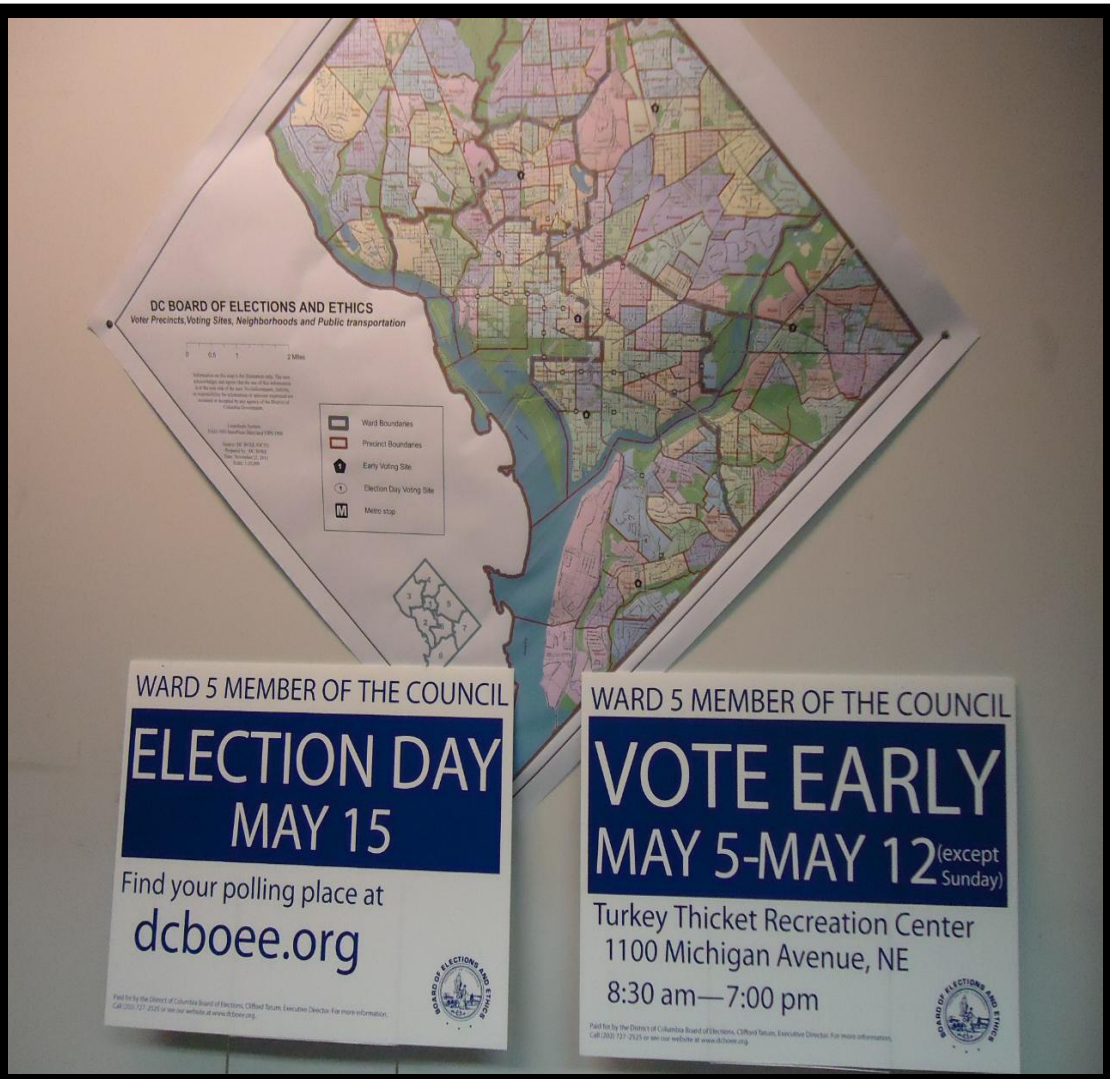
A comprehensive GOTV effort uses all of these methods!



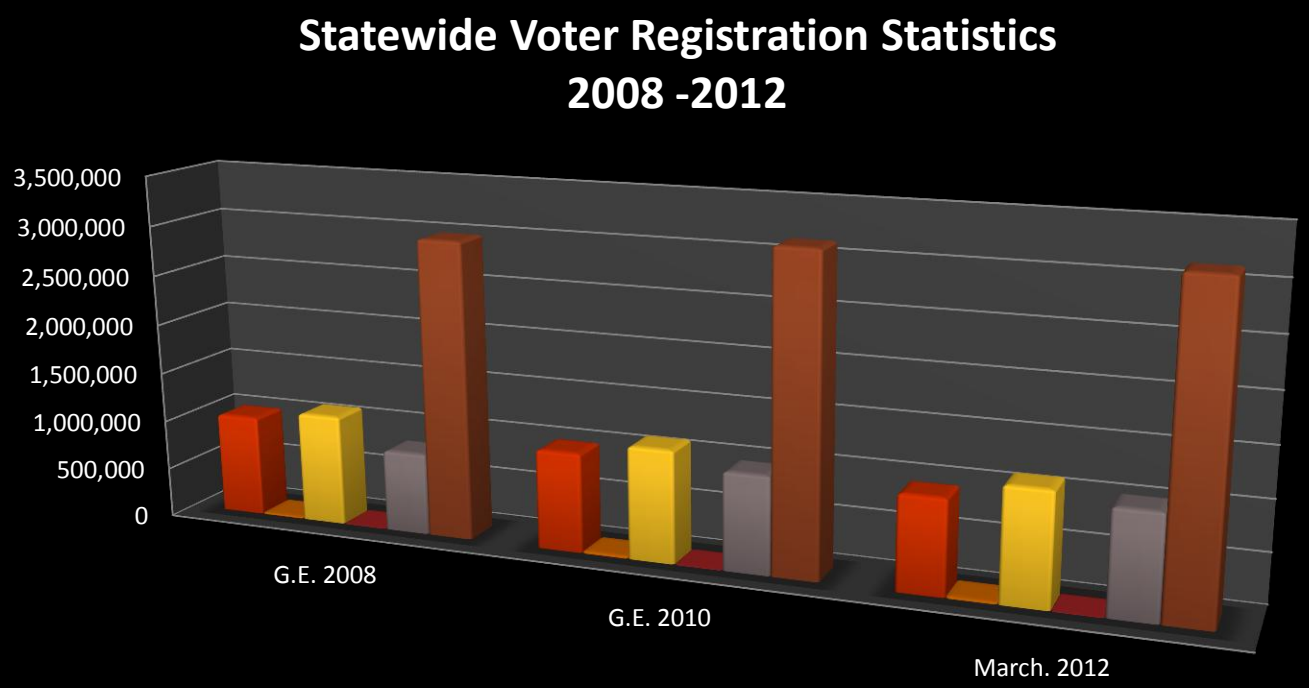
Traditional:

In DC they took two of the main talking points, the date of the election and when Early Voting was available, and went old school with yard signs.

They had these also printed up on a single page and distributed them on the Metro in the Ward 5 District.



Know Your Numbers:

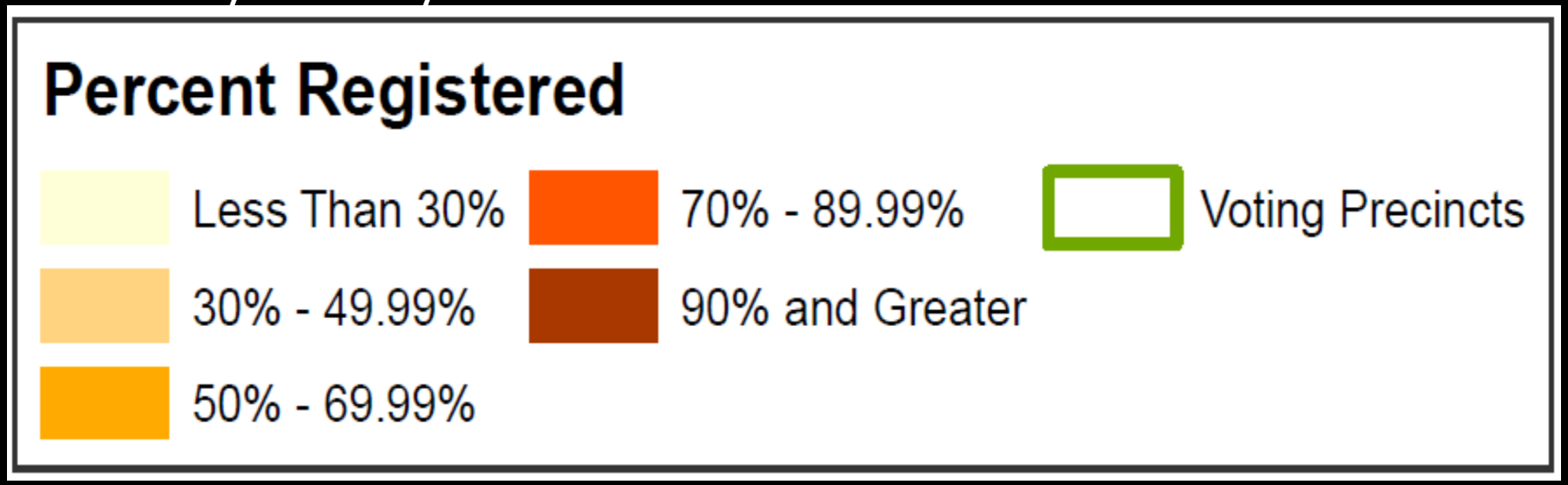


	G.E. 2008	G.E. 2010	March. 2012
DEM	1,022,252	1,002,937	952,907
LBT	18,153	24,382	22,530
REP	1,118,587	1,131,802	1,134,094
GRN	4,009	4,820	4,929
OTH	824,450	982,477	1,037,007
TOTALS	2,987,451	3,146,418	3,151,615

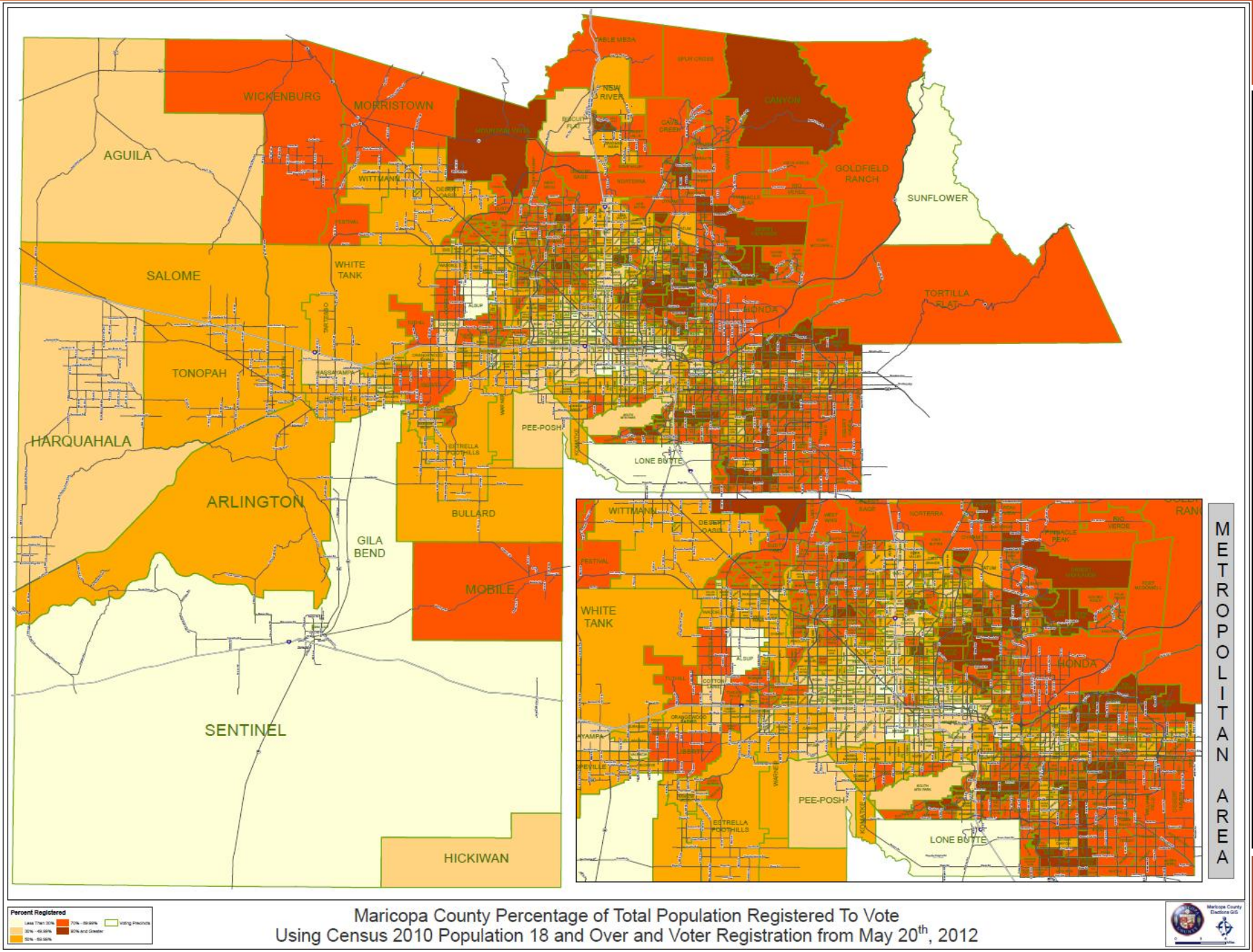
Data provided by the SOS office

Focus

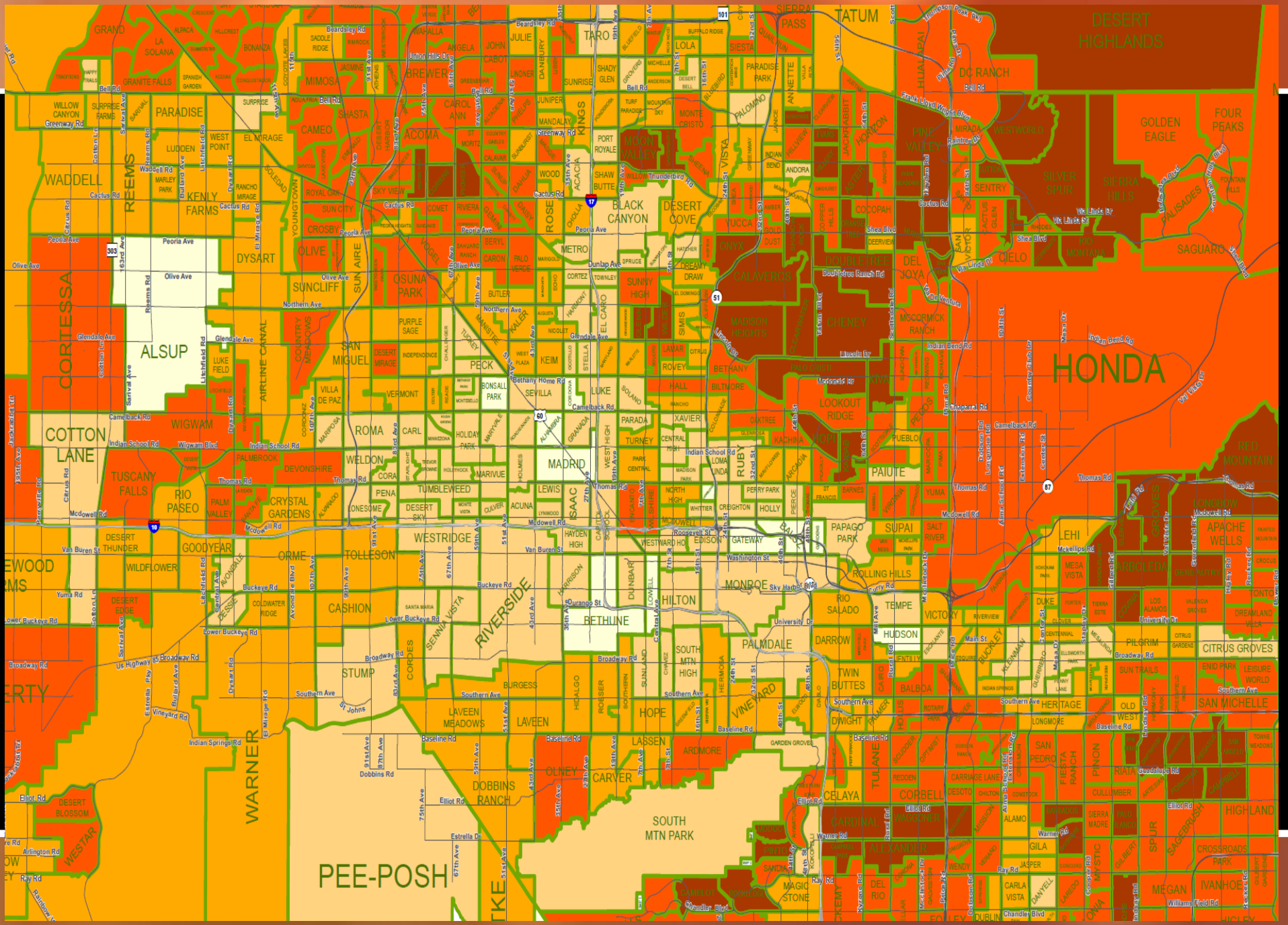
- Identify where you are the most needed:



- Our GIS department made up a map of the percentage of registered voters based off of the 2010 Census data of individuals who are 18+ in age.
- Caveat with this information is that it is not necessarily the eligible population, as they may not meet other requirements.



Maricopa County Percentage of Total Population Registered To Vote
Using Census 2010 Population 18 and Over and Voter Registration from May 20th, 2012


HONDA
PEE-POSH
SOUTH MTN PARK
ALSUP
COTTON LANE
GOODYEAR
WESTRIDGE
TOLLESON
RIVERSIDE
CASHION
ORME
WARNER
DOBBINS RANCH
LAVEEN
LAVEEN MEADOWS
STUMP
SENNA VISTA
CORDES
BETHUNE
HILTON
MONROE
PALMDALE
TWIN BUTTES
DARROW
RIO SALADO
PAPAGO PARK
SUPAI
LEHI
TEMPE
ROLLING HILLS
MESA VISTA
ARROLEDA
APACHE WELLS
CITRUS GROVES
SAN MICHELLE
HIGHLAND
CROSSROADS PARK
IVANHOE
MEGAN
SPUR
SAGEBRUSH
PINON
RIATA
SAN PEDRO
TULANE
CORBELL
CELAYA
ARDMORE
CARVER
OLNEY
HOPE
VINEYARD
SOUTH MTN HIGH
BALBOA
HERITAGE
OLD WEST
DWIGHT
HUDSON
VICTORY
DUKE
PILGRIM
SUN TRAILS
ENID PARK
LEISURE WORLD
DREAMLAND VILLA
TONTO
CROCUS
RANCHO
ALAMO
GILA
JASPER
CARLA VISTA
DEL RIO
MAGIC STONE
ALEXANDER
GARDENER
CAMELOT
SANDPIPER
WESTAR
DESERT BLOSSOM
DESERT EDGE
DESERT THUNDER
WILDFLOWER
TUSCANY FALLS
RIO PASEO
PALM VALLEY
CRYSTAL GARDENS
PALMBROOK
DEVONSHIRE
WIGWAM
ROMA
CARL
WELDON
CORA
PENA
TUMBLEWEED
LONESOME
DESERT SKY
MADRID
LEWIS
ACUNA
HAYDEN HIGH
ISAAC
PECK
SAN MIGUEL
VILLA DE PAZ
VERMONT
BONSALL PARK
SEVILLA
KEIM
LUKE
HOLIDAY PARK
MARIVUE
PURPLE SAGE
DESERT MIRAGE
INDEPENDENCE
SUNCLIFF
OSUNA PARK
OLIVE
DYSART
SUN CITY
ROYAL OAK
SKY VIEW
COMET
RIVIERA
CROSBY
KENLY FARMS
WADDELL
LUDDEN
WEST POINT
EL MIRAGE
CAMEO
SHASTA
PARADISE
MIMOSA
GRANITE FALLS
LA SOLANA
GRAND
ACOMA
BREWER
CAROL ANN
ANGELA
JOHN CABOT
JULIE
TARO
SUNRISE
SHADY GLEN
PORT ROYALE
MOON VALLEY
BLACK CANYON
DESERT COVE
METRO
DUNLAP
SUNNY HIGH
DREAMY DRAW
CALAVERAS
MADISON HEIGHTS
CHENEY
MCCORMICK RANCH
DEL JOYA
CIELO
SAGUARO
SILVER SPUR
SIERRA HILLS
PINE VALLEY
WESTWORLD
GOLDEN EAGLE
FOUR PEAKS
DC RANCH
DESERT HIGHLANDS
TATUM
SIERRA PASS
LOLA
SIESTA
PARADISE PARK
ANNETTE
PALOMINO
VISTA
KINGS
ROSE
ACACIA
SHAW BUTTE
WILLOW
THUNDERBIRD
PALO VERDE
CAVE CREEK
SCOTTSDALE
PIMA
HAYDEN
MILLER
NORTH
SIMIS
EL CARO
LAVEN
ROVEY
BETHANY
BILTMORE
HALL
XAVIER
TURNEY
CENTRAL
PARK CENTRAL
LOOKOUT RIDGE
KACHINA
OSBORN
PUEBLO
HOPI
PAIUTE
RUBY
PERRY PARK
HOLLY
CREIGHTON
WHITTIER
MCKELLIPS
ROOSEVELT
EDISON
GATEWAY
WESTWARD HO
MCDOWELL
THOMAS
TURQUOISE
YUMA
VIRGINIA
ORANGEWOOD
CAMELBACK
INDIAN SCHOOL
WIGWAM BLVD
DYSART
LITCHFIELD
AVONDALE
COLDWATER RIDGE
SARIVAL
CORTESSA
REEMS
AIRLINE CANAL
COUNTRY MEADOWS
LUKE FIELD
GLENDALE
NORTHERN
PEORIA
OLIVE
BELL
BEARDSLEY
UNION HILLS
DEER VALLEY
GREENWAY
MOUNTAIN VIEW
SHEA
DEERVIEW
THUNDERBIRD
LINCOLN
INDIAN BEND
MOUNTAIN VIEW
VIA LINDA
CACTUS
RIO MONTANA
DOUBLETREE RANCH
SCOTTSDALE RANCH
PIMA
101
303
17
51
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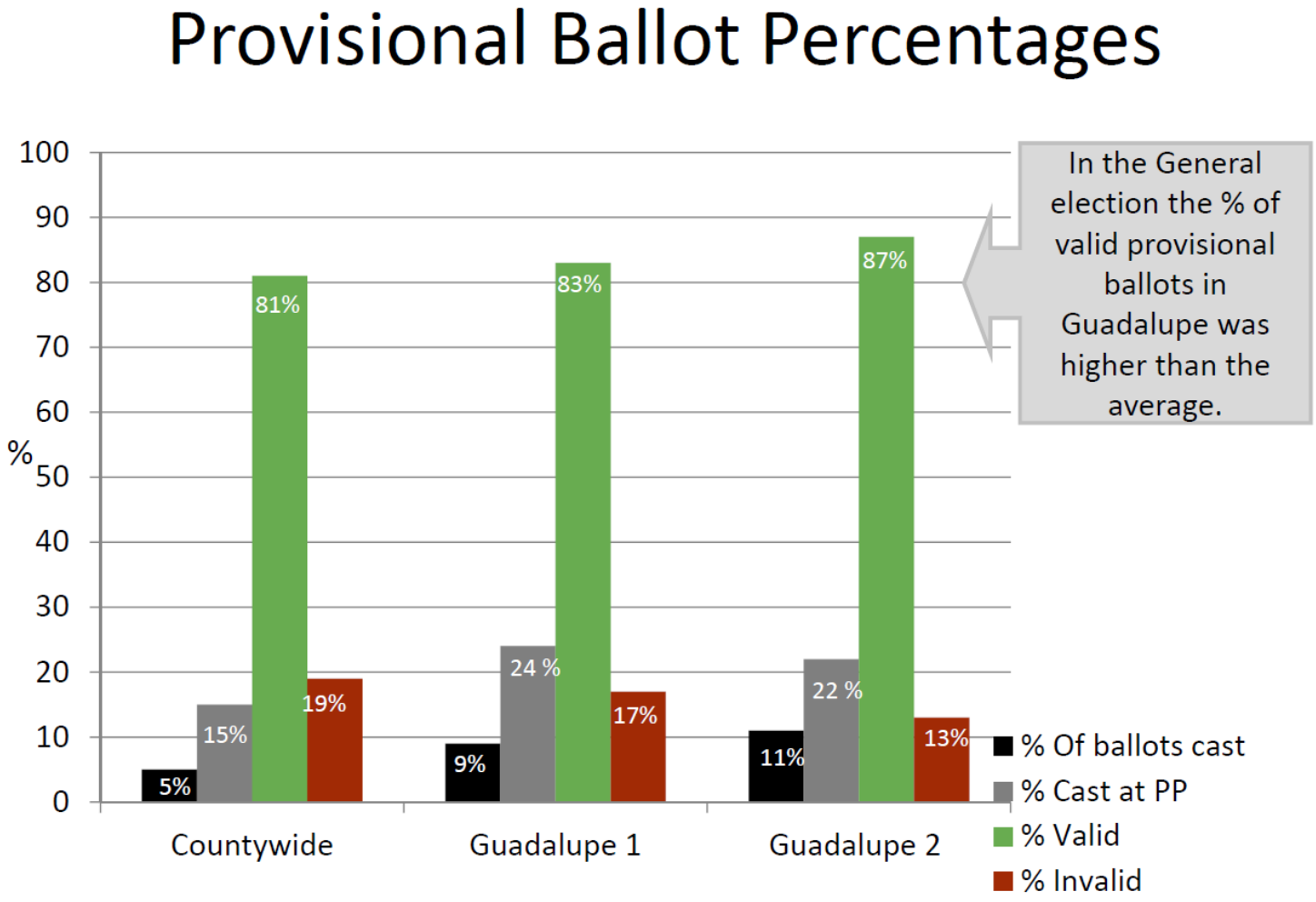
60
87

Focus

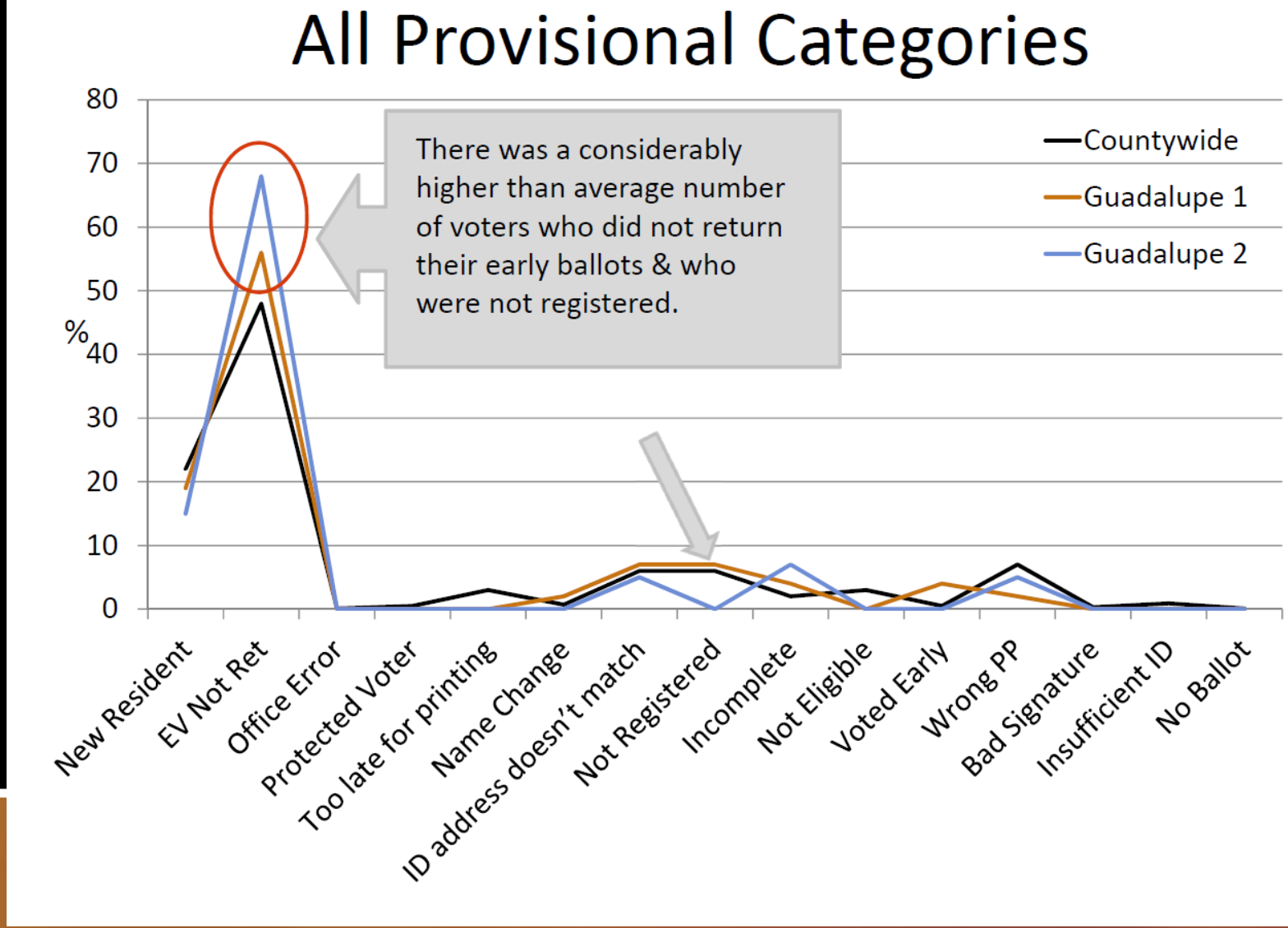
Once you get voter registered, it is important to get turnout as well!!

For some voters that is as simple as having them sign up for the PEVL—***BUT BE SURE YOU EXPLAIN WHAT THAT MEANS***!! For other voters that just means that you have relegated them to a provisional ballot if they don't understand the process and they still go to the polls.

2010 General Election in Guadalupe

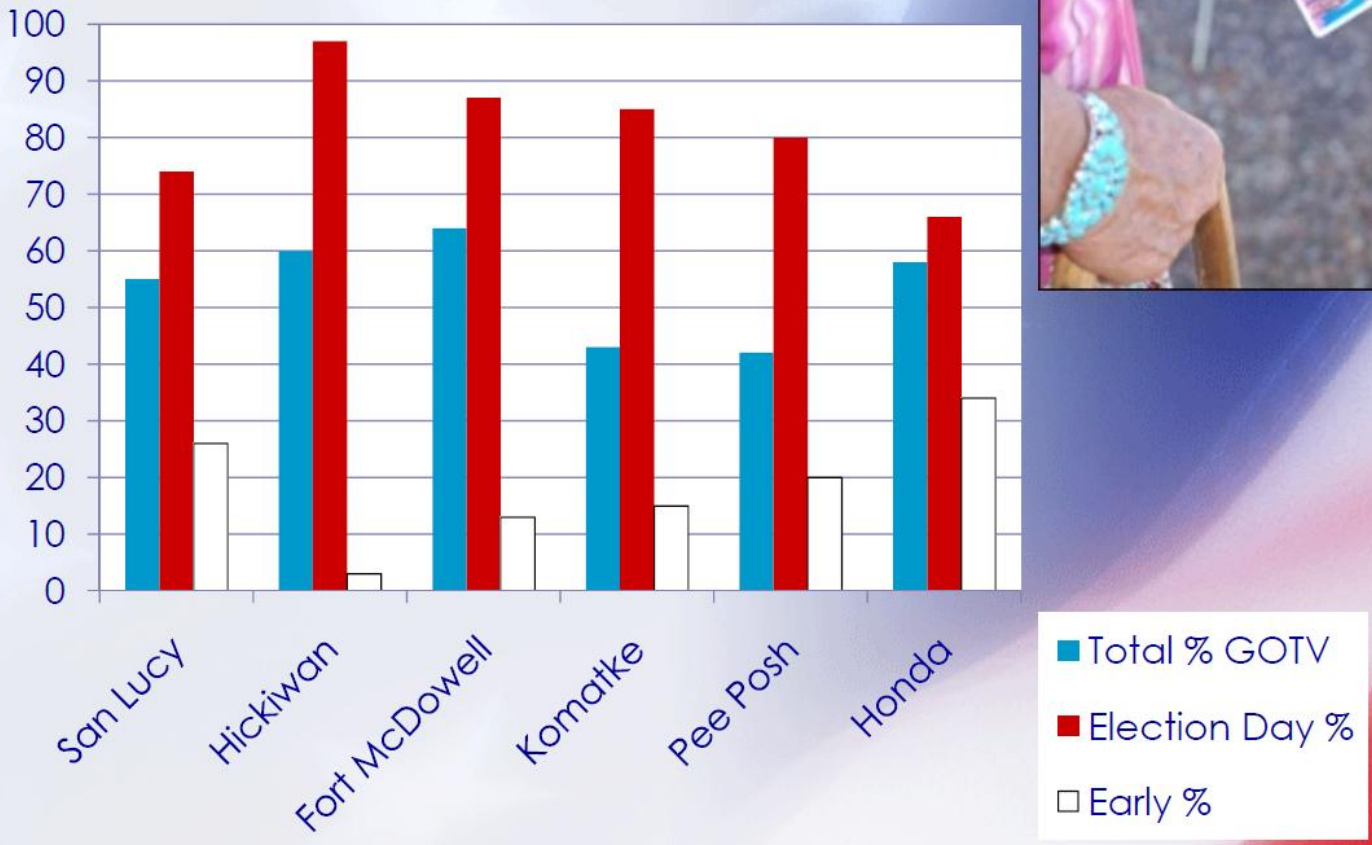


2010 General Election in Guadalupe



2008 Presidential Election

Native American Precinct Turnout Percentages



HAVE FUN!!

TRICK OR VOTE

About Trick or Vote | Watch a Video | Donate

This Halloween thousands of volunteers in cities across the U.S. will talk to over 100,000 people, reminding them to vote. Join **Trick or Vote** as we combine fun and civic engagement — it's democracy at its spookiest. Help scare out the vote!

Frightening FAQ

Who can organize Trick or Vote events?

Anybody can organize a Trick or Vote event, as long as it's all non-partisan of course. You don't need to have a Ph.D in Getting Out the Vote, just some creativity and motivation to get your friends together to go out and knock on doors.

Can I organize a Trick or Vote event for a candidate?

Absolutely not. We like that you care about politics, but Trick or Vote is 100% without-a-question non-partisan. You cannot use a Trick or Vote event to advocate for a candidate nor can you coordinate with a candidate's campaign.

Can I organize a Trick or Vote event for a ballot measure or policy?

Again: no. Trick or Vote is about getting involved in democracy, not advocating for issues or policies. This means you cannot carry literature for a ballot measure or policy or coordinate with a group for the purposes of advancing a ballot measure or policy.

Do I need a non-profit organization to host a Trick or Vote event?

Nope. Anyone with a pulse (and even those without) can organize a Trick or Vote event, as long as it's all non-partisan.

Pitching Trick or Vote

last edited by Alex Aronson 3 years, 8 months ago

Page history

We've found Trick or Vote to be one of the best media pitches we've ever given. This event not only tells a great story, but it's got great visual potential, making it perfect for TV. It's also a great chance for you to forge media partnerships, relationships that could pay off for years to come.

The Basic Trick or Vote Pitch
In 3 simple parts:

Part 1: Studies show that the most effective way to get young people to vote before an election is to knock on their doors and encourage them to. This can increase turnout by as much as 7-12%.

Part 2: What's the one day when people are all culturally ready for a knock on the door? (Wait for it...) Halloween!

Part 3: And when is Halloween? Just 5 days before the general Election. So while you might be too old to trick or treat, you're never too old to Trick or Vote!

Bada-bing! That's it

Sample Efforts

Salt River Pima Maricopa Indian Community

SRPMIC started highlighting elections early this spring in their newsletter.

AU-AUTHM
ACTION NEWS

THE SALT RIVER PIMA-MARICOPA INDIAN COMMUNITY NEWSPAPER APRIL 5, 20112

Home News Sports SRPD Gallery Events Archives Contact

NEWS

News > Your Vote Can Make a Difference

Your Vote Can Make a Difference

By Michelle Washington
Au-Authm Action News

When you turn on the television, read the newspaper or surf the Internet, you see and hear candidates who are campaigning across the United States in hopes of winning the Republican Party nomination. The Republican nominee will run against President Barack Obama in the presidential election on November 6.

You might ask yourself, "Why is this important to me?"

As a Native American constituent, it is your constitutional right as an individual of this nation to choose a candidate who supports Native American issues. If people in the Salt River Pima-Maricopa Indian Community (SRPMIC) have strong opinions or concerns about what is going on in Congress, Washington, D.C., or even here within the Community, then they have the obligation to make their voices heard and the right as citizens to vote and make a difference.

During the last SRPMIC Tribal Council meeting on March 14, Council Member Deanna Scabby gave a report on her recent trip to Washington, D.C. She went there along with SRPMIC Vice-President Martin Harvier, Gila River Indian Community Lt. Governor Stephen Roe Lewis and three of the Gila River Council members. They informed members of Congress about their position on H.R. 2938, the Gila Bend Indian Reservation Lands Replacement Clarification Act, introduced by Rep. Trent Franks of Arizona. The bill amends the Gila Bend Indian Reservation Lands Replacement Act to prohibit class II or III gaming activities on lands that the Tohono O'odham Nation was authorized to purchase in Arizona in exchange for granting the federal government all right, title and interest to the Gila Bend Indian Reservation

NEWS

Hundreds of Runners Take Part in Unity Run

Graffiti Artist with Unique Style Is Popping Up in Downtown Phoenix

Kinship Conference Strengthens Family and Cultural Connections

Your Vote Can Make a Difference

Maricopa County Community Colleges
Center for Civic Participation

The Center is a great community partner.

Their website offers a comprehensive Civics Toolkit:

Maricopa County Community Colleges
Center for Civic Participation

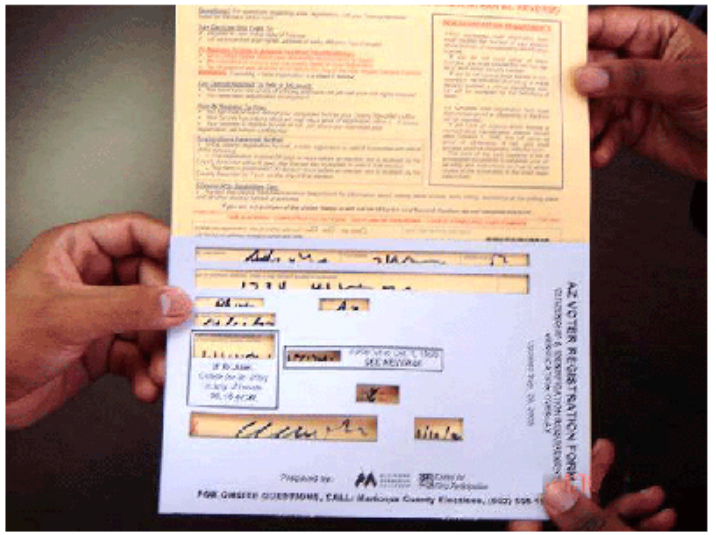
The overlay tool is just one item in the kit. It ensures that mandatory fields are completed:

Center for Civic Participation

Center for Civic Participation
145 North Centennial Way, Suite 207
Mesa, AZ 85201
480.461.6141
480.461.6215 fax

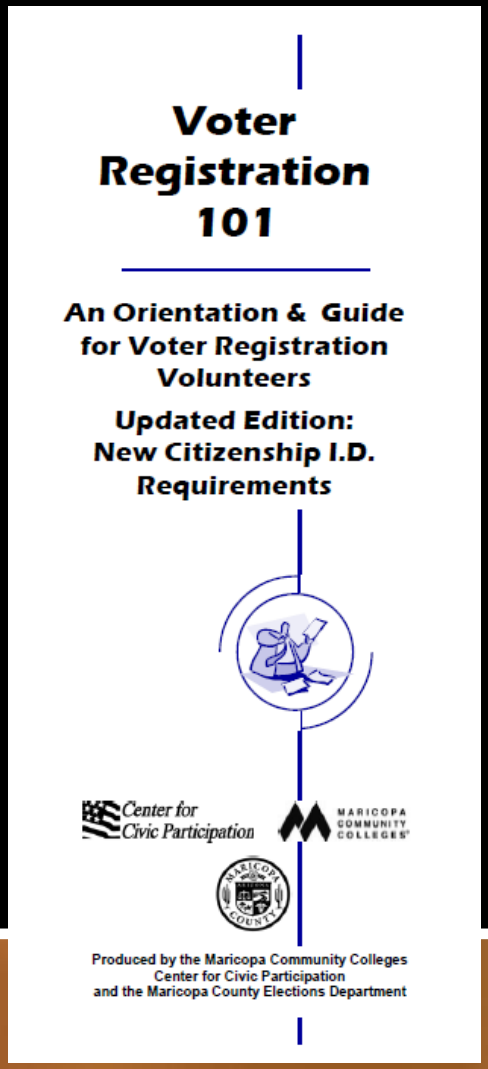
Voter Registration Overlay Tool

The overlay is a tool developed to see if voter registration forms have been filled out correctly. Volunteers can quickly see if any critical information is missing from the form and have the voter supply the necessary information. To request copies of the overlay, please call (480) 461-6140 or send an email to: civic.participation@domail.maricopa.edu.



MARICOPA COMMUNITY COLLEGES

Maricopa County Community Colleges Center for Civic Participation



Another helpful tool is this brochure on registering voters.

TIPS ON ORGANIZING A VOTER REGISTRATION DRIVE

10. Can we offer special prize drawings, raffles, competitions or giveaways to get people to register?

NO. There are firm legal restrictions against giving away anything in exchange for registering to vote. You may, however, have giveaway items that are available to anyone that wants them (i.e. candy, literature, pens, posters, etc.) whether or not that person wants to register to vote or is registered to vote.

COMMON QUESTIONS & CONCERNS

15. Is it true that registering to vote puts you on jury lists?

Technically yes. However, you're probably already on the list anyway. Voter rolls are only one of several ways that juror lists are obtained, so not registering to vote is no ticket to avoid being summoned for jury duty.

16. Are poll-workers paid or volunteer

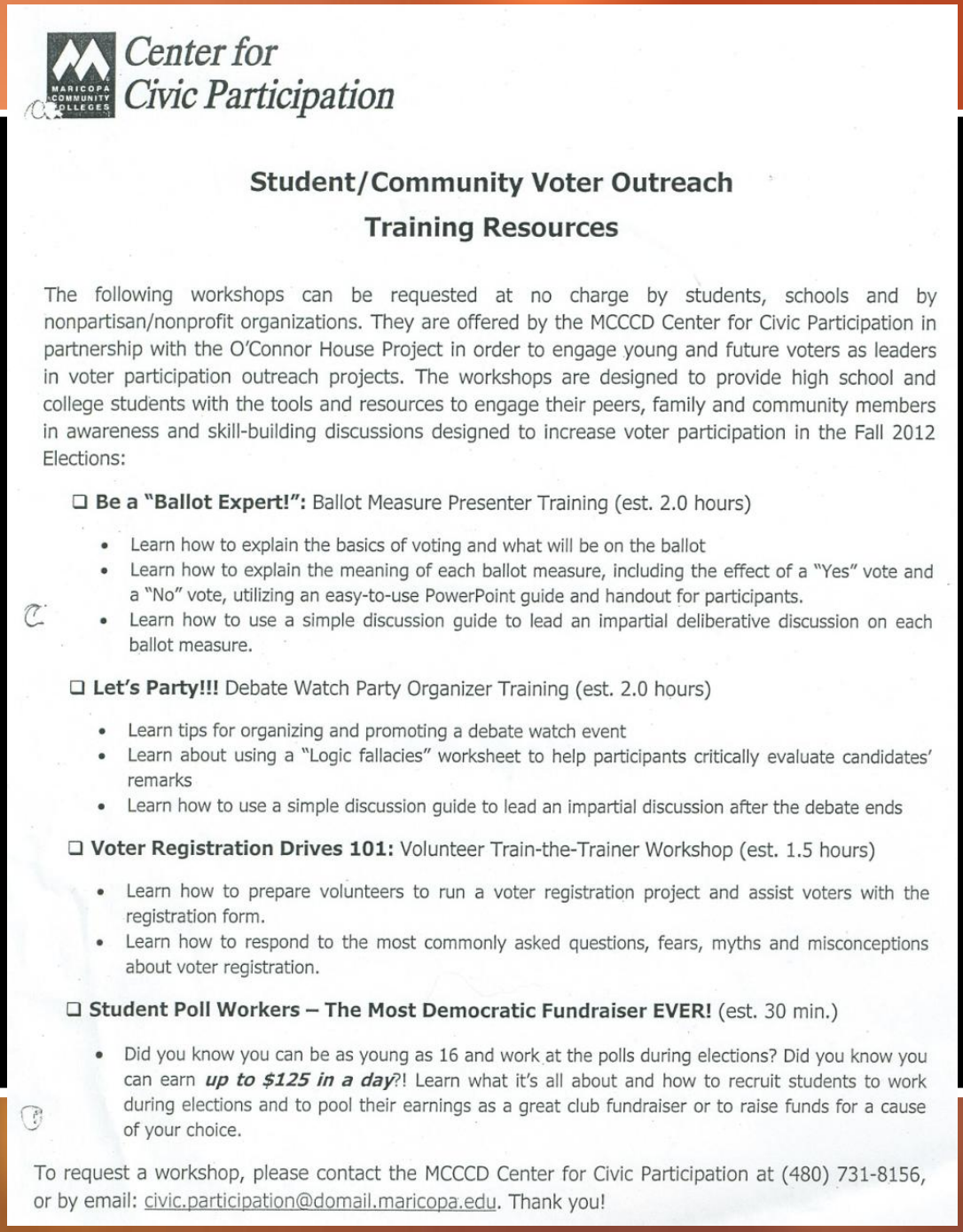
Service on Election Day as a poll worker is paid work, as is the training session, and it is a great experience for new and seasoned voters.

17. How often do you have to re-register?

You only have to register once to be eligible to vote in school district, city, county, state and federal elections. You do not have to re-register unless:

A. You move.
B. You change your name.
C. You want to change or drop your political party affiliation.

The Center offers a number of educational presentations & trainings:



Center for Civic Participation

Student/Community Voter Outreach Training Resources

The following workshops can be requested at no charge by students, schools and by nonpartisan/nonprofit organizations. They are offered by the MCCCD Center for Civic Participation in partnership with the O'Connor House Project in order to engage young and future voters as leaders in voter participation outreach projects. The workshops are designed to provide high school and college students with the tools and resources to engage their peers, family and community members in awareness and skill-building discussions designed to increase voter participation in the Fall 2012 Elections:

❑ **Be a "Ballot Expert!":** Ballot Measure Presenter Training (est. 2.0 hours)

- Learn how to explain the basics of voting and what will be on the ballot
- Learn how to explain the meaning of each ballot measure, including the effect of a "Yes" vote and a "No" vote, utilizing an easy-to-use PowerPoint guide and handout for participants.
- Learn how to use a simple discussion guide to lead an impartial deliberative discussion on each ballot measure.

❑ **Let's Party!!!** Debate Watch Party Organizer Training (est. 2.0 hours)

- Learn tips for organizing and promoting a debate watch event
- Learn about using a "Logic fallacies" worksheet to help participants critically evaluate candidates' remarks
- Learn how to use a simple discussion guide to lead an impartial discussion after the debate ends

❑ **Voter Registration Drives 101:** Volunteer Train-the-Trainer Workshop (est. 1.5 hours)

- Learn how to prepare volunteers to run a voter registration project and assist voters with the registration form.
- Learn how to respond to the most commonly asked questions, fears, myths and misconceptions about voter registration.

❑ **Student Poll Workers – The Most Democratic Fundraiser EVER!** (est. 30 min.)

- Did you know you can be as young as 16 and work at the polls during elections? Did you know you can earn ***up to $125 in a day***?! Learn what it's all about and how to recruit students to work during elections and to pool their earnings as a great club fundraiser or to raise funds for a cause of your choice.

To request a workshop, please contact the MCCCD Center for Civic Participation at (480) 731-8156, or by email: civic.participation@domail.maricopa.edu. Thank you!

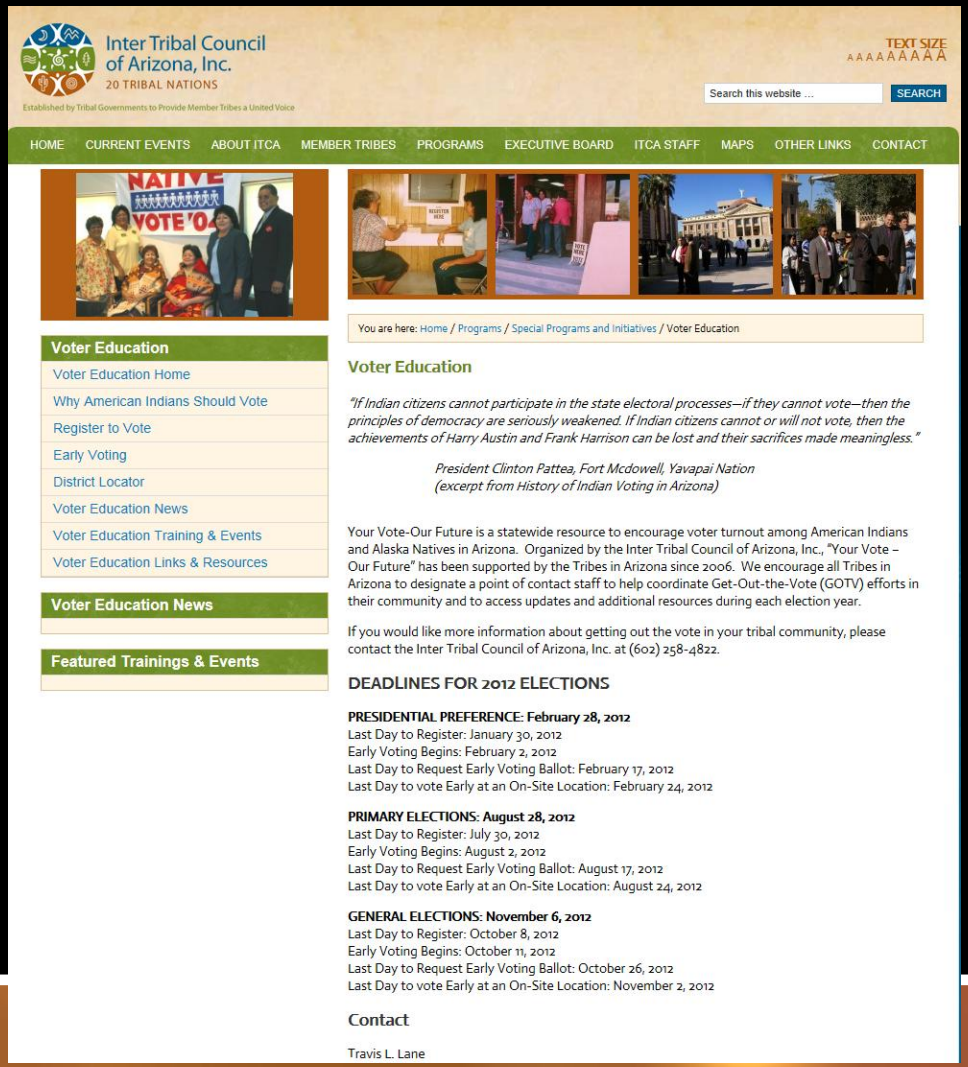
O’Connor House

They will be launching a voter website and campaign to aid in their coordination of outreach and educational efforts to encourage civil, civic engagement.

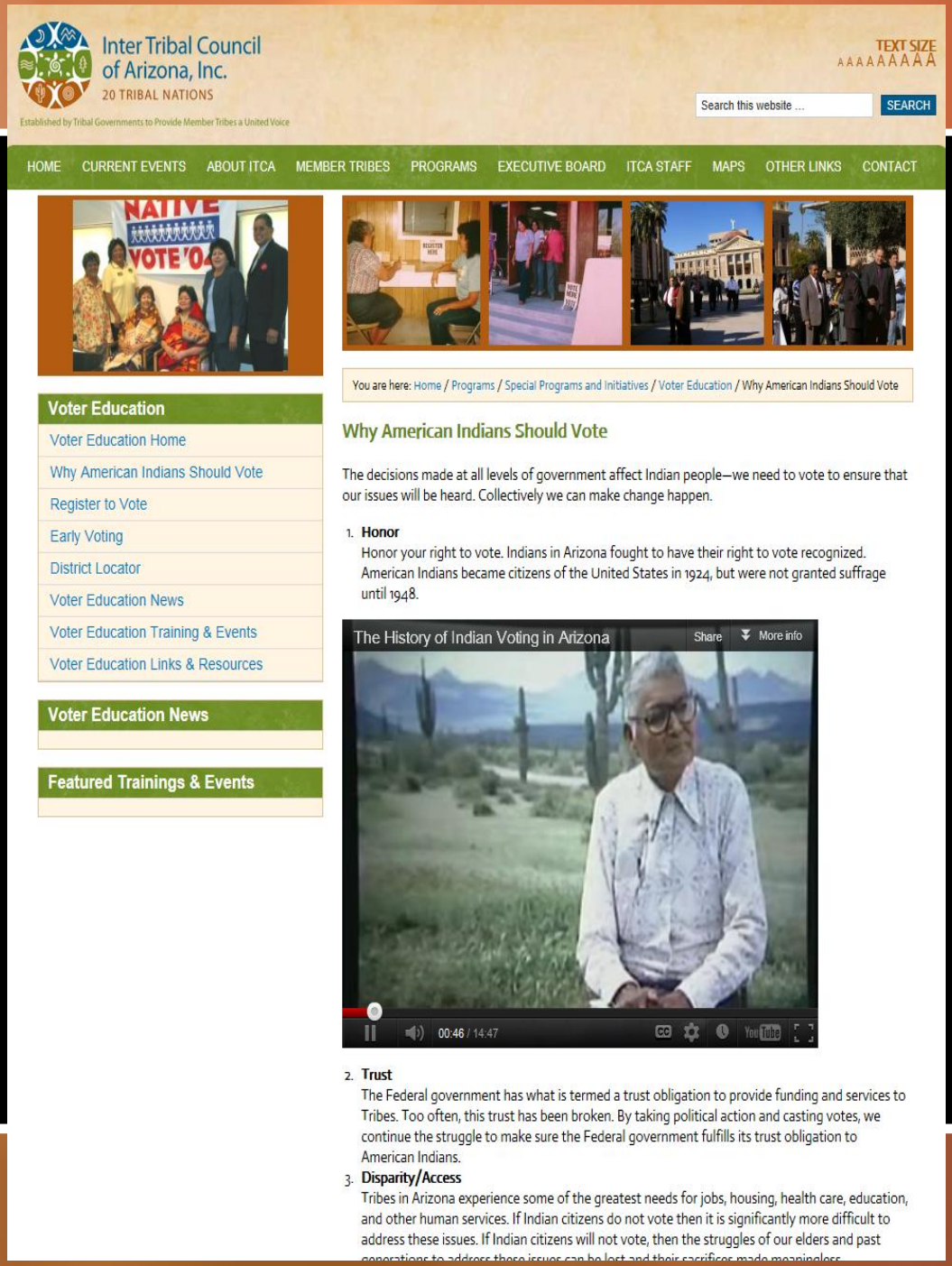
Organizations with interest are encouraged to contact them.

VOTE
SPEAK OUT AZ

Inter Tribal Council of Arizona



ITCA has launched a great online tool for voters to access pertinent information on voter registration, early voting, polling locations, as well as WHY you should vote.



ITCA

On the ITCA website you can view the powerful documentary on The History of Indian Voting in Arizona.

Remembering the historical struggle for the franchise can be a motivating factor in GOTV efforts for many voters—of many races, ethnicities, and genders.

Inter Tribal Council of Arizona

Agnes Laughter holds her new ID card.

ITCA offers a centralized coordination effort of Tribal communities for information on registration and voting.

They sponsor training workshops, voter tool kits, & recognize individuals who serve the Indian voters of Arizona with the *Frank Harrison & Harry Austin Citizenship Award*.

Arizona Center for Disability Law

Letter From the Executive Director

The Amazing Power of One.

As I sit in the Arizona House Judiciary Committee waiting to testify on our legislation to reform voting rights and guardianship law in Arizona, I am compelled to share this moment of how individuals really can step forward to make a difference in our world.

I just heard Rep. Doris Goodale (R-Kingman) and Committee Chair Eddie Farnsworth (R-Gilbert) each say they are voting for this bill because of Clint Gode.

Clint is Rep. Goodale's constituent. He lives in Lake Havasu, Arizona. He has been active in the self-advocacy movement for many years and he wants to vote but can't because of the very law we are trying to change today. His dad, Art, is a member of the ACDL Board of Directors. Art lives in Kingman and has dedicated his life to making sure his son has every opportunity for independence and success in life.

Clint and Art came to me in the fall and asked me to take another chance (because we had last failed in 2005) so that Clint could vote. Clint and Art arranged a meeting with Rep. Goodale and I went to Kingman to discuss Arizona law while Clint explained his desire to vote. Clint's voice was more powerful in that room that day than mine.

After I testified for the bill, the voice that was heard during the vote was Clint's, not mine. That is the amazing power one person can have to make a difference in our world.

We passed HB 2377 out of the Arizona House Judiciary Committee by a 7-0 vote. This was just the first step in a long process.

You can help Clint. You can help make a difference in a couple of ways.

You can contribute to our public policy work by donating to the Arizona Center for Disability Law. We have a convenient link to our website for a secure donation today. (azdisabilitylaw.org)

You can help by following our action alerts on Facebook (on.fb.me/ylEBvr) and Twitter (twitter.com/azdisabilitylaw). The next stop is the Arizona House Committee on Rules, the floor of the Arizona House of Representatives. If you know who your House member is, contact them and let them know you support HB 2377 and voting rights and guardianship reform.

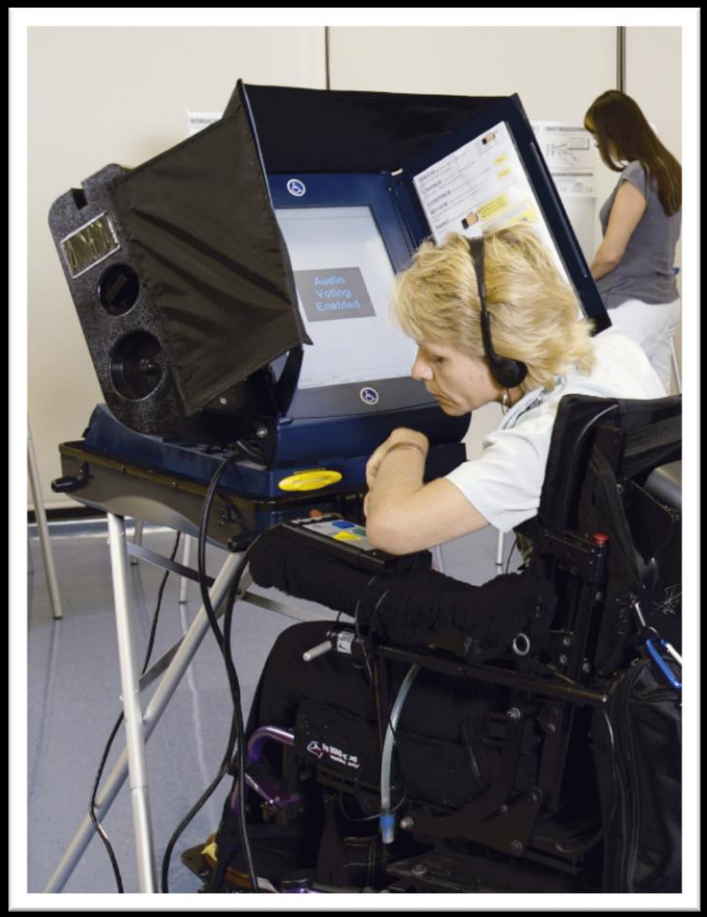
Peri Jude Radecic
Executive Director

Our friends over at ACDL were integral in getting legislation passed to allow individuals a path to regain voting rights if they had been adjudicated.

MCED also supported this important legislation which we are happy to say passed and was signed by the Governor!

ACDL shared their story via their newsletter (image is extracted page relating to legislation).

Arizona Center for Disability Law

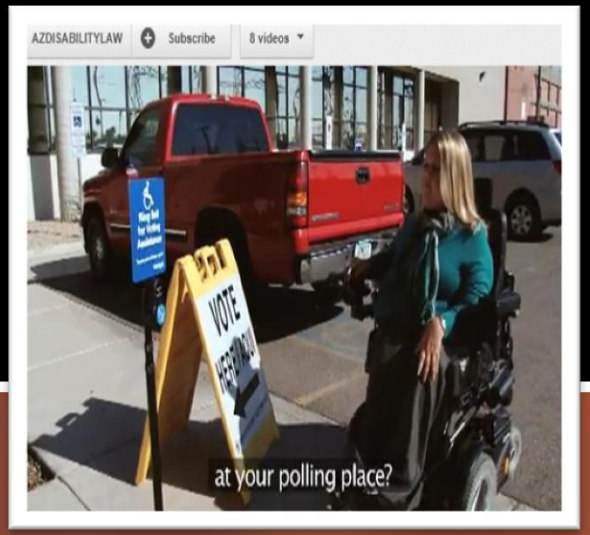


We are partnering with ACDL to take the accessible voting equipment and materials out to several area high schools so that students with assistive needs get exposure to the equipment that they will encounter at the polls.

Trainings will be in June & July.

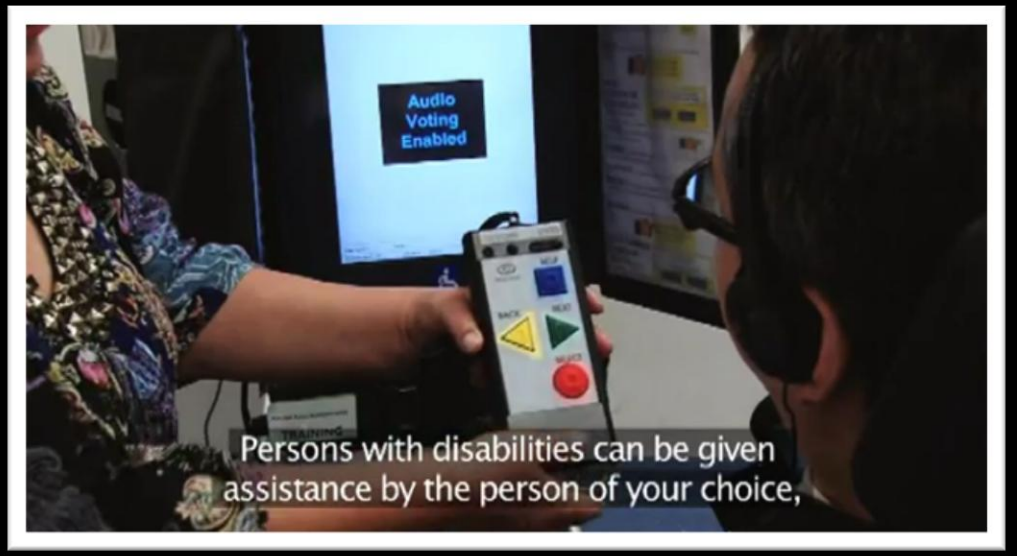
Arizona Center for Disability Law

This spring MCED also worked with ACDL & the Arizona Developmental Disabilities Planning Council on an informational video for voters.



Arizona Center for Disability Law

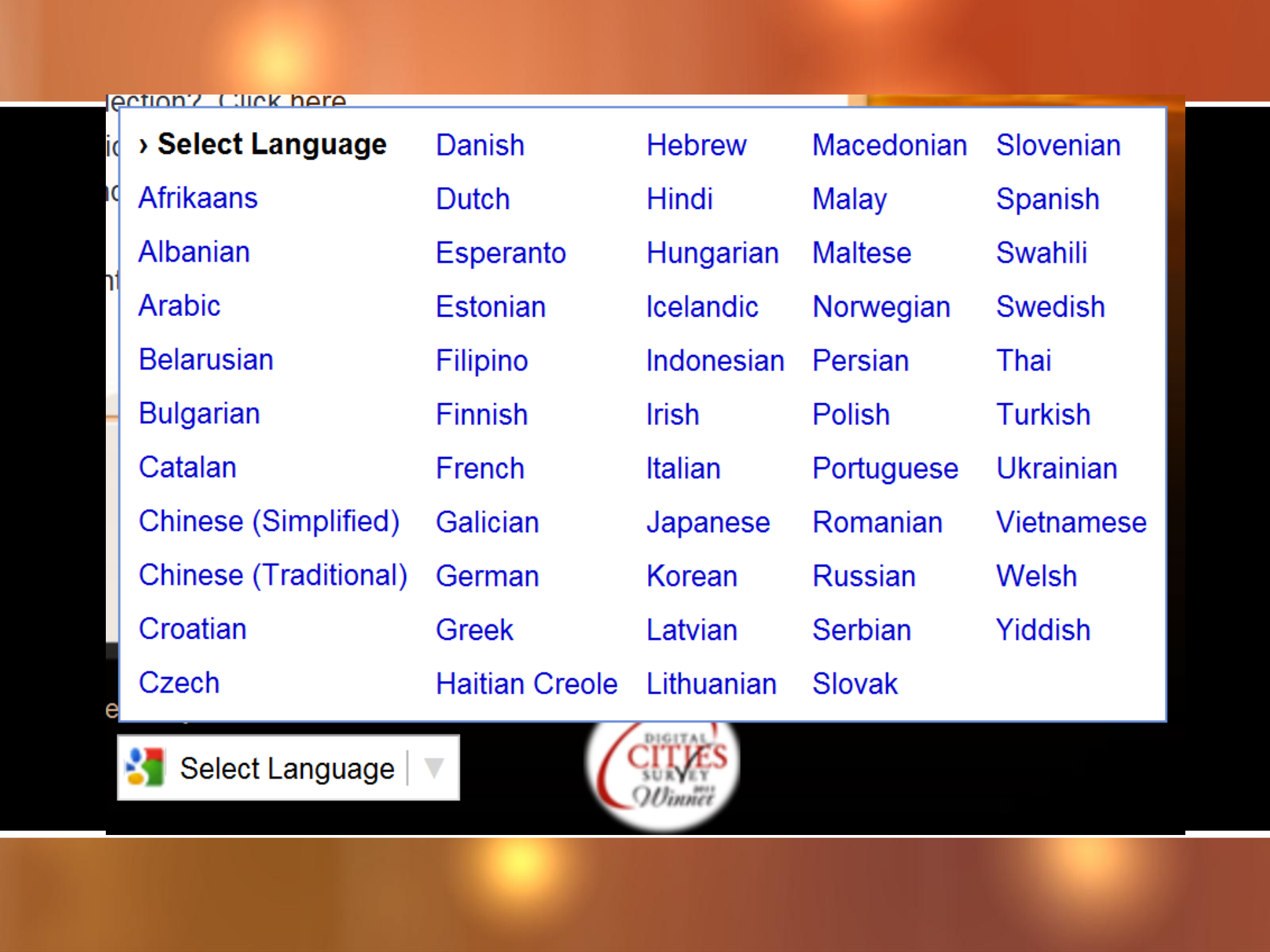
The video helps to explain what the voter can anticipate when they get to the polls and what assistance is available to them.



City of Avondale

They have utilized the Google Translate service on their website.

This is a great service to cover a large number of languages, the only caveat is to be sure that the translations are acceptable for local vernacular (particularly for covered languages so that you are still compliant with Section 203).


jection? Click here
› Select Language
Afrikaans
Albanian
Arabic
Belarusian
Bulgarian
Catalan
Chinese (Simplified)
Chinese (Traditional)
Croatian
Czech
Danish
Dutch
Esperanto
Estonian
Filipino
Finnish
French
Galician
German
Greek
Haitian Creole
Hebrew
Hindi
Hungarian
Icelandic
Indonesian
Irish
Italian
Japanese
Korean
Latvian
Lithuanian
Macedonian
Malay
Maltese
Norwegian
Persian
Polish
Portuguese
Romanian
Russian
Serbian
Slovak
Slovenian
Spanish
Swahili
Swedish
Thai
Turkish
Ukrainian
Vietnamese
Welsh
Yiddish
Select Language
DIGITAL CITIES SURVEY
Winner

Alliance of Arizona Non-Profits

The Alliance offers training on voter registration as well as the things that nonprofit organizations need to keep in mind.

501(c)3 Permissible Election Activities Checklist

A 501(c)3 organization may not conduct partisan activities to support or oppose any candidate for public office, including -

- Endorse a candidate
- Make a campaign contribution to or an expenditure for a candidate
- Rate candidates on who is most favorable to their issue
- Let candidates use any of its facilities or resources, unless those resources are made equally available to all candidates at their fair market value

Nonprofits "are allowed to conduct nonpartisan activities that educate the public and help them participate in the electoral process (such as) voter education, voter registration and get-out-the-vote drives and candidate forums."
—IRS office of Exempt Organizations

Resources

To learn more go to –

- *Nonprofits, Voting and Elections: A guide to nonpartisan voter engagement for 501(c)(3) nonprofit organizations.* This guide is available at www.nonprofitvote.org in the following formats:
  - » Online Guide
  - » Narrated Slide Presentation
  - » PDF in English or Spanish
- Alliance for Justice, "Election resources for nonprofits", www.ajf.org
- IRS, Election Year Activities for Section 501(c)(3) Organizations, February 2006

Activities 501(c)3 Organizations Can Do On a Nonpartisan Basis

There is a wide range of nonpartisan activities a nonprofit may engage in to encourage voter participation and promote voter education. Among the most common are to:

- ➔ Educate Voters on the Process of Voting
- ➔ Encourage and Remind People to Vote
- ➔ Participate in Get-Out-the-Vote Activities
- ➔ Conduct or Promote Voter Registration*
- ➔ Become a Poll Worker or Volunteer at the Polls
- ➔ Distribute Nonpartisan Sample Ballots, Candidate Questionnaires or Voter Guides
- ➔ Sponsor a Candidate Forum
- ➔ Educate the Candidates on Your Issues
- ➔ Advocate for Your Issues During an Election
- ➔ Support or Oppose Ballot Measures as a Lobbying Activity

* Subject to restrictions of funding sources. For example, the federal government sometimes prohibits use of federal funds for voter registration.

Alliance OF ARIZONA NONPROFITS

Source: www.nonprofitvote.org

March 16, 2012
Nonprofit Voter Engagement Conference

Mi Familia Vota

Plan for 2012:

Continued efforts such as door to door canvassing and tabling at grocery stores.

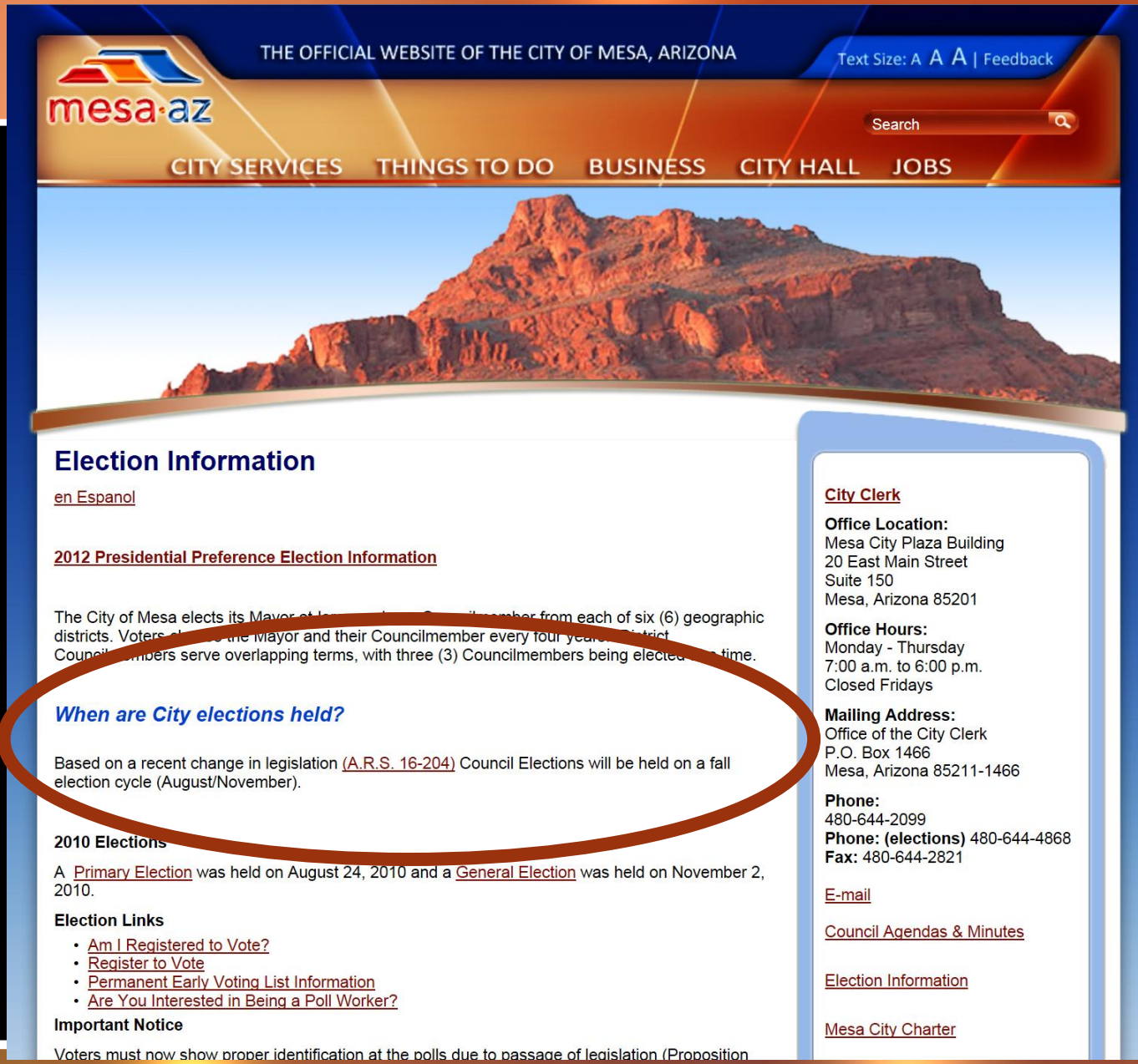
Will also be doing presentations at schools and organizations.

Mi Familia Vota

You can sign up for informational emails:

City of Mesa

Keeping the information current is critical!



Kids Voting Arizona

KidsVotingAZ.org

email PIN Go
Forgot Password?

Home | Teachers | Parents | Students | Media | Donate Now!

Kids Voting Arizona Election Central 2008

About the Candidates

About the Issues

About the Process

Who Represents Me?

Arizona Government

U.S. Government

Kids Voting Arizona Teacher Resources

Set up an Access PIN to view special features of the KVAZ Website!

See Schools participating in your School District
See all schools in each Arizona district registered for the KVAZ General Election.

Teachers - Forgot your PIN?
Email yourself a reminder for your PIN.

Search Kids Voting Classroom Activities

Title:
Grade Level: All
Theme: All
Concept:
All

Search!

Kids Voting Activities Correlations to Arizona State Academic Standards for Civics and Government

- KVAZ Correlations K-5
- KVAZ Correlations 6-8
- KVAZ Correlations 9-12

We'd love to hear from you! Contact Kids Voting Arizona.

Arizona Supplemental Activities

For teaching the unique aspects of how elections are conducted in Arizona.

All documents provided in PDF format.

Intro AZ Activities
Outline

- K thru 2
- 3 thru 5
- 6 thru 8
- 9 thru 12

Clean Elections 3-5 role play
Clean Elections Funding 6-8
Clean 6-8 running
Clean Elections Talk Show 6-8
Teachers Notes 6-8
Investing in Democracy 9-12
Teachers Notes 9-12
Links for Educators
Sample letter for Parents

Kids Voting Arizona Family Guide

When you take your kids to vote, democracy becomes a family affair. It promotes family conversation, what you stand for, what you believe in, what your hopes are for our country and culminates in the historic act of going to the voting booth to cast a ballot for elected representatives. Studies suggest that parents exert tremendous influence over future voting patterns of their children. **If parents vote regularly, their children are far more likely to vote when they become adults.** Chances are, if you take your kids to the polls, they'll remember it. Democracy makes a good first impression!

Click here to download voting instructions and other resources.

- **Choose an issue** - Find one that affects your kids directly - the environment, or education for example - then follow it through the media, keeping track of what is said and by whom. Discuss with your children each candidate's views on these issues.
- **Take a walk around the neighborhood** - Take your family on a stroll through your neighborhood and note the political advertising and campaign signs that you see. How many different campaigns can your kids identify?
- **Review the advertising** - What messages are the candidates communicating in their ads? Ask your kids about the advertising - is it negative, warm and fuzzy, humorous or scary? Which type of ads do they remember and why?
- **Family History** - Have your kids talk to older members of the family about their voting histories. Who was the first presidential candidate they voted for? Who were their all-time favorite candidates, and did they win or lose?
- **Contact the candidates** - Encourage your child to write a letter or an e-mail to a candidate. Go to www.vote-smart.org for specific candidates to get their contact information. Just type in your zip code for updated information on the candidates running in your area.
- **Find your** Legislative and Congressional district.
- **Go to the polls** with your kids.

For election information such as locating your polling place, information on the propositions on your ballot or any election questions go to the County Elections Department or the Arizona Secretary of State's Office.

Are you registered?

See if your child's school registered to vote:
Go
(enter up to the first 10 letters of your child's school)

Volunteer?
More information about volunteering for KVAZ.

Are you registered to vote?
Register to vote ONLINE!

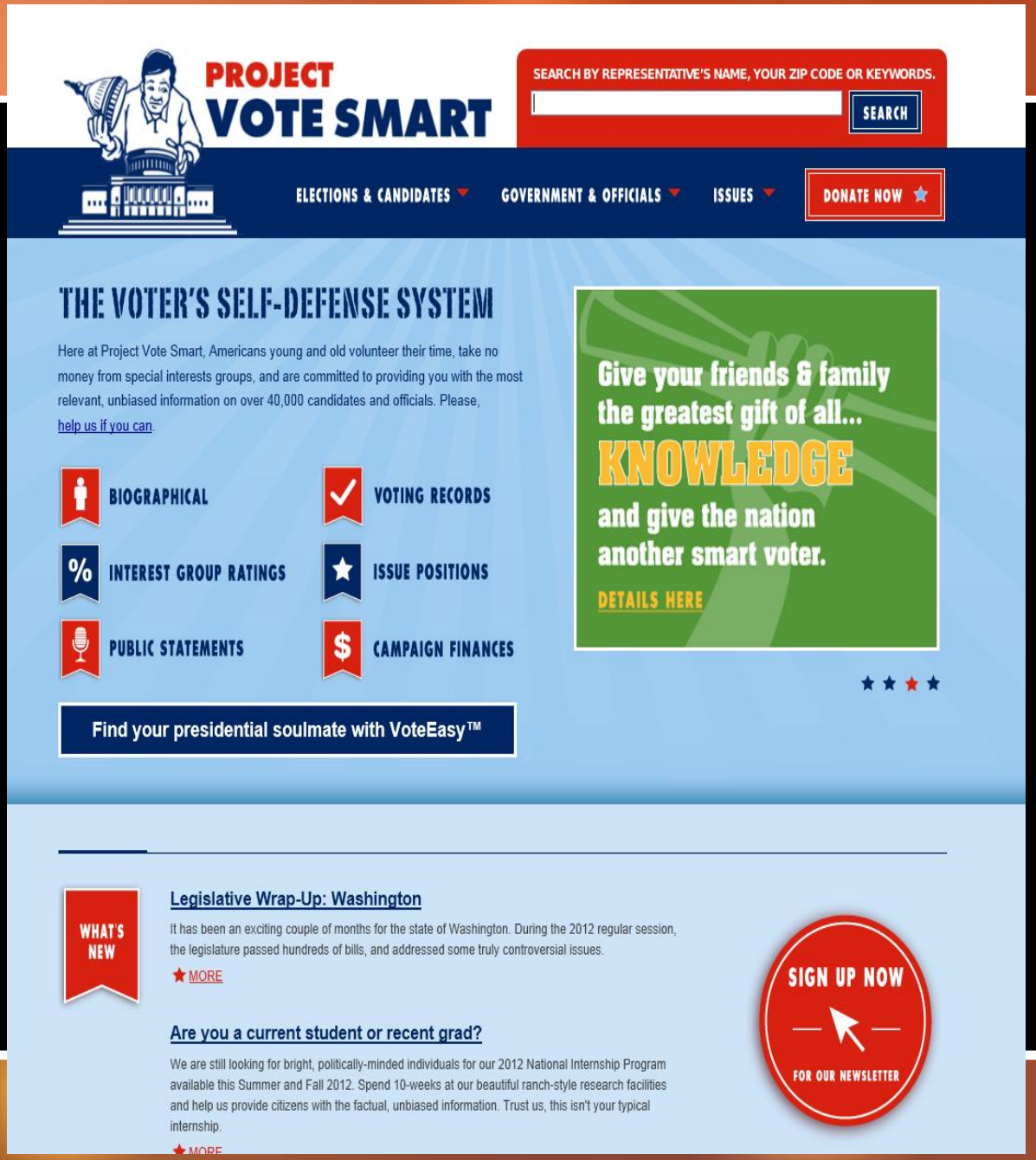
ADDITIONAL RESOURCES

Nonprofit Vote

Is another resource—their GOTV page offers webinars and state-specific information:

Project Vote Smart

They offer information on the candidates in one location including interest group ratings, voting records, and campaign finance reporting.



EAC

The EAC provides a great Voter's Guide to Federal Elections in all the languages covered under the Voting Rights Act.

中文 日本語 한 국어 En Español Tagalog Tiếng Việt

About EAC | Contact EAC | Inspector General | Clearinghouse | Search

UNITED STATES
ELECTION ASSISTANCE COMMISSION

RESOURCES FOR VOTERS | VOTING SYSTEM TESTING & CERTIFICATION | ELECTION MANAGEMENT RESOURCES | PAYMENTS AND GRANTS | RESEARCH AND DATA | NATIONAL VOTER REGISTRATION ACT

Home ▸ Resources for Voters

Print This Page | Email A Friend

- Register to Vote
- Become a Poll Worker
- Overseas & Military Voters
- Voting Accessibility
- Contact Your State
- Election Calendar
- Election Resource Library
- Helpful Links
- Voter Guides
- Social Media Sites of Election Offices
- The Electoral College

Resources for Voters

One of EAC's primary mandates under the Help America Vote Act is to serve as a central resource for information about elections. Through EAC's national clearinghouse, the public will find information about topics such as registering to vote and serving as a poll worker along with studies on how, where and when we vote.

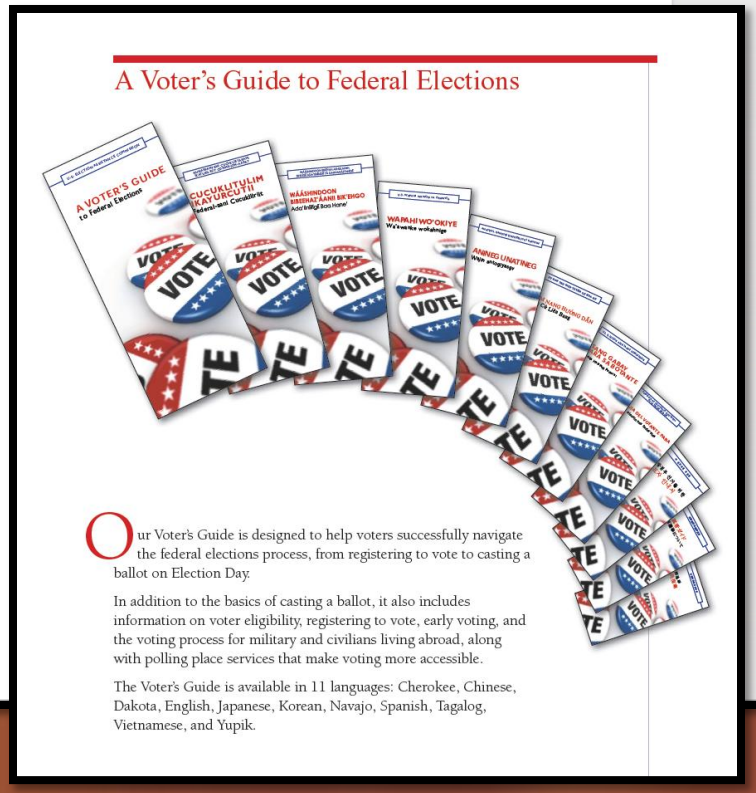
EAC is also responsible for maintaining the National Mail Voter Registration form, which can be used in any state to register to vote in a federal election. EAC also provides information about registering to vote and contact information for each state election office.

Register to Vote!

Use the National Mail Voter Registration Form to register to vote, update your registration information with a new name or address, or register with a political party.

Note: If you wish to vote absentee and are a uniformed service member or family member or a citizen living outside the U.S., contact the Federal Voting Assistance Program to register to vote.

EAC Newsletters and Updates



Our Voter's Guide is designed to help voters successfully navigate the federal elections process, from registering to vote to casting a ballot on Election Day.

In addition to the basics of casting a ballot, it also includes information on voter eligibility, registering to vote, early voting, and the voting process for military and civilians living abroad, along with polling place services that make voting more accessible.

The Voter's Guide is available in 11 languages: Cherokee, Chinese, Dakota, English, Japanese, Korean, Navajo, Spanish, Tagalog, Vietnamese, and Yupik.

EAC

There is also a listing of state and local election's offices social media links:

FVAP.GOV FEDERAL VOTING ASSISTANCE PROGRAM
Voting Help For Uniformed Service Members, Their Families, & Citizens Living Outside The U.S.

For Voting Assistance Officers | For Election Officia

HOME | STATE VOTING INFORMATION | REFERENCE/REPORTS | FAQ | CONTACT/CHAT | Search Site... | Search

To Vote Absentee, Start By Telling Us Who You Are

For active-duty members of the Armed Forces, Merchant Marine, Public Health Service, NOAA, and their family members.

Get Started

For United States citizens who are living outside the U.S. for work, school or other reasons.

Get Started

If neither of these choices apply to you, please visit www.canivote.org

Election Countdown

161 Days

Join us on Facebook & remind your friends to vote!
Click here

News

(More News)

May 9, 2012
DoD Awards Grants for State a Local Military/Overseas Voting Systems

April 24, 2012
DoD Awards Grants for State a Local Military/Overseas Voting Systems

April 18, 2012
NJ to Hold Special Election for Congress June 5

FVAP Calendar

2012 Voting Monthly Planner

FVAP Employment

OVERSEAS VOTE FOUNDATION
Voter Help Desk | My Voter Account
Enter Search Terms...
Go!
NONPARTISAN VOTER SERVICES FOR US CITIZENS OVERSEAS AND UNIFORMED SERVICES MEMBERS
Register to Vote
Federal Write-in Absentee Ballot
Election Official Directory
State Voter Information Directory
Candidate Finder
Election Dates & Deadlines
Join Our Mailing List
Featured Videos
Register to Vote & Request Your Absentee Ballot
Get Automated Overseas Voter Registration Assistance
Prepare Your Annual Absentee Ballot Request
Please choose your voter type...
NEXT
Federal Write-in Absentee Ballot
Use This Ballot if Your Requested Ballot is Late
State Voter Information Directory
Check Your Election Dates and Deadlines
Election Official Directory
Contact Your Absentee Voting Clerk

Accessible & Usable Information

Consistent & Frequent Messaging

Inspiring & Motivating